WINTER 2016

WESTERN MICHIGAN UNIVERSITY

W Magazine

Bronco entrepreneurs:

NextGen

Up-and-coming

Time-tested

32 Lessons in human movement

Program gives students a view of Mexican migration from inside Mexico and in U.S.-based migrant communities

Up-and-coming

18 Call it 'conscientious consuming'

His cafe aims to 'feed the world'

Bronco Entrepreneurship

4 For Those Rising to Build Businesses

WMU expands opportunities for aspiring entrepreneurs

NextGen

8 A High-flying Enterprise

His company concept banks on the soaring use of drones

10 Building a Better Bag

What she thought was just hobby is now an online business

Up-and-coming

16 A Bold Idea for Sockwear

A playful competition becomes a million-dollar business

Time-tested

24 Plan on Learning

She offers real-world lessons after classroom practice

26 A Life in Media

WIDR co-founder goes on to create Food Network

2 University News

12 Student Entrepreneur News

20 College News

29 Alumni Profile

30 Classnotes

31 In Memoriam

Executive Editor
Cheryl P. Roland

Managing Editor
Paula M. Davis

Contributing Editorial Staff
Zinta Aistars
Jeanne Baron, M.A. '89
Ashlie Harper Perry, B.A. '12
Chris Killian, B.A. '01
Deanne Puca
Mark Schwerin, B.A. '79
Teresa Ventimiglia
Margaret von Steinen, B.A. '00, M.F.A. '04
Cindy Wagner, M.A. '13

Art Director
Kim C. Nelson

Graphic Designers
Madeleine Fojtik, M.A. '12
Debbi Kreps, B.S. '88

Production Staff
Sue A. Beougher, B.A. '88
Bradley Horstman

Contributing Photographers
Mike Lanka
LaVance Sykes, B.B.A. '88
Christopher Wallace, B.S. '17

Questions or Comments?
Contact Paula M. Davis at paula.davis@wmich.edu.

Frequency
The *Western Michigan University Magazine* is published quarterly. It is owned by Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

Views expressed in the magazine are not necessarily those of the University. WMU is an equal opportunity/affirmative action institution and a member of the Association of Public and Land-Grant Universities as well as the Council for Advancement and Support of Education.

IN FOCUS

Detroit Lions fans were stunned by a last-second loss at Ford Field in December, but the crowd of 70,000 was thoroughly entertained by the Bronco Marching Band at halftime. Known as "The Sound of Western," the celebrated 295-member band directed by Dr. David Montgomery is one of the nation's premiere college marching bands.

Dear Friends,

I've heard it said that as a nation, we are headed into the "golden age of entrepreneurism," but at Western Michigan University, our decades-long focus on applied or translational research has given us a huge head start.

In this winter edition of the *Western Michigan University Magazine*, you will read a number of accounts of how WMU students, alumni, faculty and staff have applied their knowledge in innovative and creative ways to save lives, solve world problems or just appeal to the whimsy in all of us.

We've always had a national reputation for preparing our graduates to be immediately productive in the workplace. In recent years, we have taken that a step further by supporting our students' business creation goals even before they leave us with diplomas in hand.

The Starting Gate program, our student business accelerator under the auspices of the Haworth College of Business, was established just two years ago, but it already has seen industrious students develop products that have won a national environmental prize, attracted the attention of "Shark Tank" investors and garnered the attention of the Gates Foundation for life-saving potential in the developing world.

Meanwhile our faculty and staff are racing ahead of the curve to establish new academic resources—an entrepreneurship major and minor and an Experiential Learning Center among them. You can read about these all in the pages that follow.

We also celebrate our alumni for the creative trails they've blazed. They often return to campus to share their experiences and give tips to those who will follow in their footsteps. Please pay special attention to the story of Food Network founder Jack Clifford.

The golden age of entrepreneurism may be just around the corner elsewhere, but here on the WMU campus, it's already flourishing. Keep your eyes on us. I promise there is more to come.

Best regards,

John M. Dunn

President

Lifelong learning at WMU gets $1 million endowment

The Bernard Osher Foundation has awarded the Osher Lifelong Learning Institute at WMU a $1 million gift to set up an endowment in support of the communitywide effort that offers courses and trips to hundreds of area residents annually.

WMU has been the home of an Osher Lifelong Learning Institute and part of the foundation's famed national network of similar entities since April 2014. The San Francisco-based foundation made an operating grant of $100,000 to WMU when the University's Lifelong Learning Academy was renamed OLLI at WMU. The foundation noted at the time it would consider providing a permanent support gift of $1 million to WMU once the WMU OLLI demonstrated success and the potential for sustainability.

Founded in 2011, the lifelong learning organization that became the Osher Lifelong Learning Institute at WMU is focused on offering high-quality, noncredit programs for mature adults in the greater Southwest Michigan community who have a passion for learning. The volunteer organization, with oversight from WMU's Extended University Programs, works with members of the community as well as WMU emeriti, faculty and staff to offer courses and trips year-round. More than 900 area citizens participate in those offerings annually.

To learn more, visit wmich.edu/olli. ■

English instruction program one of six worldwide to reach accreditation milestone

WMU's internationally recognized center for English language instruction is one of just six programs in the world to already have achieved a second reaccreditation by the Commission on English Language Program Accreditation.

CEA reaccredited WMU's Center for English Language and Culture for International Students—CELCIS—for a 10-year period through 2025 following a comprehensive self-study and site visit in April.

For 40 years, CELCIS has provided instruction in English as a second language for non-native speakers who will use English to study at an American college or university or in their workplaces. Students travel from around the world to study in CELCIS, with the top five countries of origin being Saudi Arabia, China, Brazil, Japan and Iraq. About 500 students study in the program each year, with the average enrollment being 200 students each semester.

"CELCIS is one of the few programs in the U.S. to receive accreditation from CEA three times," says Tom Marks, CELCIS director. "CEA is the accepted accrediting body for intensive English programs—not only in the U.S., but all over the world. It is the gold standard recognized by students, faculty and instructors, and our international partners, recruiters and agents."

WMU's CELCIS was one of the first programs in the Midwest to earn CEA accreditation and was reaccredited for an additional 10 years in 2005. ■

Programs awarded $1 million federal grants to help students

Two programs that support first-generation, low-income students or students with a disability have been awarded five-year federal grants that each total more than $1 million.

The U.S. Department of Education awarded a $1.1 million Student Support Services Teacher Preparation grant to WMU's TRiO Future Educator Success Program and another $1.4 million grant to the TRiO Student Success Program.

The TRiO Future Educator Success Program competed with more than 1,000 applicants for its grant, with only 10 being awarded nationwide. Program Manager Marcy L. Peake said the proposal received a perfect score on reviews for its application, which was renewed for a second five-year cycle. ■

Orchestra wins high honor

The WMU Symphony Orchestra has been named to the No. 3 spot nationally in the 2015 American Prize competition's college/university orchestra division.

Results for the annual competition were announced Dec. 30 by the Connecticut-based nonprofit organization that has awarded the prize since 2009. The American Prize is a series of national competitions in the performing arts providing cash awards, professional adjudication and regional, national and international recognition for the best recorded performances by ensembles and individuals each year in the United States at the professional, college/university, church, community and secondary school levels.

The WMU orchestra is under the direction of Bruce Uchimura, cellist and professor of music. The WMU group placed third in its division, with the Baylor University Symphonic Orchestra capturing first place, and the Peabody Conservatory of Music Symphony Orchestra placing second.

Uchimura notes the WMU orchestra made the semifinals in the competition in 2014 and says he's delighted with this year's outcome and pleased to see his students' hard work rewarded with such an honor.

"The ensembles that place or win the American Prize get a lot of bragging rights," he says.

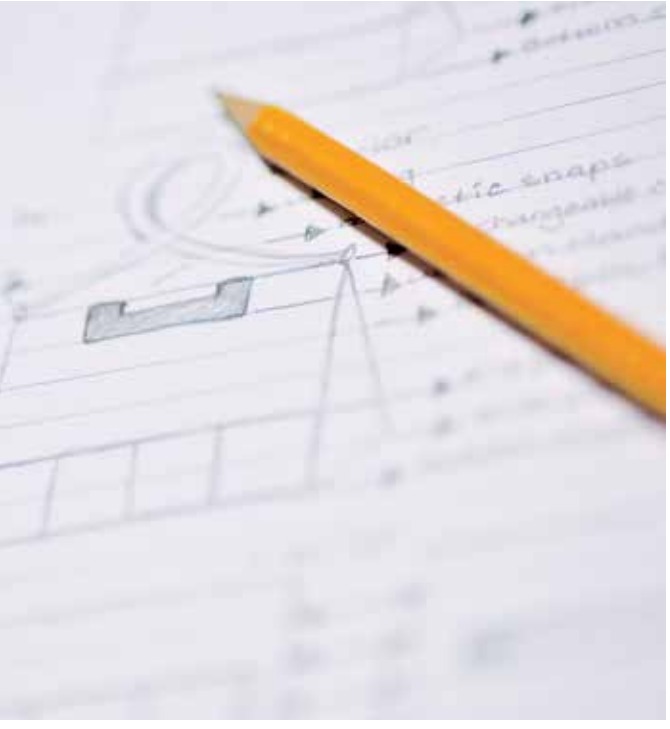
Competition results are based on audio recordings of orchestra performances. Uchimura says all of the works submitted for WMU were recordings of live performances at Chenery Auditorium, Miller Auditorium or the Dalton Center Recital Hall. They included compositions by Bernstein, Revueltas, Beethoven, Dvorak and Tchaikovsky.

Uchimura says the jury is a "good mix of professional conductors, college music educators and other qualified musicians and all give written and very candid comments to all semifinalists." Composer and conductor David Katz served as chief judge.

The WMU Symphony Orchestra is not the first WMU ensemble to earn an American Prize placement. In 2013, the WMU Chorale, conducted by Kimberly Dunn-Adams, took second place in the college/university chorus category. ■

The next generation of entrepreneurs

Some say that millennials have what it takes to be the 'greatest' entrepreneurial generation yet. WMU students are among them.



Mechanical engineering graduate student Joshua Teo is co-creating a Web-based engineering software company specializing in durability analysis of certain structural components used by design engineers at small- to medium-size manufacturers.

Senior Megan Delp, a public history major and maker of handcrafted soaps, has experienced enough success as a young entrepreneur already that proceeds from soap sales online and through local merchants help fund her tuition.

Delp says foundational lessons from her education and early entrepreneurial experiences will aid her ultimate goal to start an organization combining her knowledge of nature with her love for local history and for teaching youngsters.

Management major Josie Marshall also plans to start a business after graduation, an activity she calls "risky, but enthralling."

"I'm one of those people who always says, 'Let's just try it,' she says. "I don't care if I fail. I have grit, and if it doesn't work, I know the next thing is going to work. I'm going to learn from it either way."

These three are among the many audacious WMU students driven to use their talents to devise livelihoods of their own making. Some of these students begin their college careers with entrepreneurial ambitions in mind, others develop the aspiration along the way.

In either case, WMU has a growing number of educational opportunities—including a new degree in entrepreneurship—and resources inside and outside the classroom designed to support and produce the next generation of entrepreneurs.

Landeros

Generation entrepreneurship

Most WMU students are millennials—individuals who are between 19 and 35 years old. This is a generation well-positioned to be America's "greatest" entrepreneurial generation, according to the Kauffman Foundation, which specializes in entrepreneurship.

Millennials are the most educated generation, the most exposed to entrepreneurship education in particular, and graduates of business schools these days are increasingly starting businesses, according to the foundation's 2015 feature on "Millennial Entrepreneurs and the State of Entrepreneurship."

"This particular generation has seen their role models become very, very successful entrepreneurs," says Dr. Robert Landeros, chair of the department of management in WMU's Haworth College of Business.

Megan Delp is a rising student entrepreneur. The senior started Fruity Beauty scented soaps three years ago. Today, the profits help pay her tuition.

That list includes Sara Blakely, creator of the Spanx undergarment, Tory Burch, fashion designer and philanthropist; Bad Boy Entertainment's Sean Combs; Microsoft founder and philanthropist Bill Gates; Tesla CEO Elon Musk; media mogul Oprah Winfrey and Mark Zuckerberg of Facebook.

"They see themselves as creating something that will bring value. They're not interested in working for somebody else. They want to contribute, but they want to do it themselves," Landeros says.

Due largely to technological advances, these students are also coming of age during a period in which it's less costly, depending on the type of startup they are pursuing, to start an enterprise.

"This generation, like none before it, can then focus on their value proposition and delivering a product instead of the mundane tasks that sucked energy, money and time from previous generations," says Barcley Johnson, a management instructor who also has launched his own businesses and services.

Recalling that his first e-commerce project in the late 1990s cost more than $100,000 just to get the online payments system "workable," he notes that "this generation has more foundational tools available at little or no cost within two or three clicks.

"Want to incorporate? File trademarks? Patents? Get an e-commerce website up? Open bank accounts and accept credit cards? It can all be done within 24 hours and under $1,000," Johnson says.

Still today's economic times pose challenges, too.

While the Kauffman Foundation notes that millennials have what it takes to be America's greatest entrepreneurship generation, it also notes that the Great Recession, paying off student loans and similar pressures could also depress entrepreneurship in this age group.

However, the current economic times also are what some aspiring business owners say spurs them, in part, to think entrepreneurially and to start something of their own.

"I'm one of those people who always says, 'Let's just try it. I don't care if I fail. I have grit, and if it doesn't work, I know the next thing is going to work. I'm going to learn from it either way."

—Josie Marshall, aspiring entrepreneur

Gaining the know-how

More than a year ago, WMU launched both an entrepreneurship major through the Haworth College of Business and a University-wide minor that is open to all students.

Students from music to the visual arts, education to engineering, science to fashion, and beyond, gain key entrepreneurial skills.

"We saw a need to offer first-class education in entrepreneurship to meet the needs of our students—and ultimately the needs of the economy," says Dr. Kay Palan, business college dean.

"Hiring faculty with expertise in entrepreneurship, engaging with entrepreneurs in the business community and offering co-curricular initiatives have all laid the groundwork for rigorous, hands-on courses of study for students looking to launch their own businesses."

Students develop skills in idea generation, opportunity recognition, resource acquisition and entrepreneurial management.

Palan also emphasizes that these also are valuable skills for students who aren't inclined to start a business, but who want to operate entrepreneurially within an established organization.

"One of the things we hope to teach all our students, even outside the major and minor, is that you can apply entrepreneurial thinking anywhere," the dean says.

"Many of the students in the major and minor seek to start their own businesses, but the thought process is universal and you can still apply entrepreneurial thinking or be an 'intrapreneur' within an organization, too. In fact, in today's economy, those in a corporate setting who can embrace an entrepreneurial mindset will add substantial value to organizations," Palan adds.

Many paths

Recognizing that there is not a single path for entrepreneurs, the University offers a variety of means to gain essential skills, including the student business accelerator program, Starting Gate.

Mechanical engineering student Teo's path to entrepreneurship came in part through Starting Gate.

This two-year-old program provides a fast-track to business launch. Students demonstrate a promising idea for a product or service, which can be launched within a short period of time.

Through the program, they hone their ideas and make connections with mentors, potential investors and other students developing startups.

A café specializing in breakfast foods, a mobile training app for pilots and a service that offers a repository of orchestral excerpts are among this academic year's company and product concepts.

"We chose the current group of entrepreneurs based on their innovative ideas, ambition and willingness to take a risk," says Lara Hobson, Starting Gate director of operations.

"All eight companies have been up for the challenge and have been working with mentors, applying for patents, doing extensive customer discovery, writing business plans and much more. This is all alongside full-time course loads and part time jobs. Their passion and dedication to their startup is shown every week, and I'm very fortunate to be working with these talented students."

Starting Gate, and the entrepreneurship major and minor, join other offerings at WMU, including the Center for Entrepreneurship and Innovation; PITCH: an annual business pitch competition; the industrial and entrepreneurial engineering program; Entrepreneurship Forum, a monthly speaker series; Entrepreneurial Extravaganza, courses and events in the School of Music; and the Entrepreneur Club, a student-run organization. ■

Entrepreneurship Forum

With a new speaker each month, the Haworth College of Business' academic-year long Entrepreneurship Forum promotes entrepreneurs and unique stories of startup success.

UPCOMING PRESENTERS:

- Feb. 12
  Chris Lampen-Crowell, B.S.'82, Gazelle Sports
- March 18
  Steve Laham, Chocolates by Grimaldi
- April 15
  Susan Sonday, Emerald eCycling

Left to right on stairs: Aaron Clemens, Emmanuel Machena, Kory Johnson and Nick Shaw.
Left to right foreground: Alicia Clemens, Joshua Teo, Matt Ciejka and Simba Chirara.

Starting Gate student business accelerator

Hailing from various academic disciplines, Starting Gate students have a wide variety of product and company ideas. Learn more about the program and its student entrepreneurs—past and present—at wmich.edu/startinggate.

Simba Chirara, finance, entrepreneurship
Emmanuel Machena, finance, economics and accounting
EZ Timeout, a complete room divider and blind that is easily attachable and detachable from the ceiling as well as flexible and simple to install.

Matthew Ciejka, jazz studies
TopCat Collective, an online art collective providing customers with a database of artists, writers, production engineers, audio technicians, photographers and other artisans to create a custom team for their creative needs.

Charles Clark, entrepreneurship
MyAni, a social networking community recognizing people for practicing self-education. The user experience will be based on that of a social networking community in combination with a massively multiplayer online role playing game.

Aaron Clemens, family studies,
Alicia Clemens, family studies
Season for a Reason sells a flavorful and zesty seasoning blend that was created under Michigan's Cottage Food Law and has operated as a small food business in Kalamazoo since 2014.

Kory Johnson, integrated supply management
Quality Influence, an online learning platform that connects students who are struggling academically with other students who are skilled in the coursework their peer finds challenging. QI users may also upload study materials, and create electronic flashcards to study and share.

Max Kramer, finance
College Care Package, a service that makes basic necessities and household goods available at the click of a button.

Alexis Lenderman, entrepreneurship
R U Cereal?, a cafe that sells healthy breakfast alternatives with a focus on cereal and convenience. Granola, yogurt, oatmeal and snacks also would be available to customers.

Ihab Mohammed, computer science (graduate degree)
JetXplore, a mobile training app that replaces manuals and static training methods currently used to train aircraft pilots. A virtual reality option can give users a 3D experience using Google glass or a similar device.

Regis Roy, music research (graduate degree)
Lexcerpts, a repository of orchestral excerpts requested at professional auditions.

Nick Shaw, data science and geology
Shaw Aerial Imaging, a service that uses unmanned aerial vehicles and a special kind of photography to give farmers an overall view of crop health.

Joshua Teo, mechanical engineering (graduate degree)
Durabilika, a Web-based engineering software company specializing in durability analysis of structural components used by design engineers in small and medium manufacturing companies.

High-flying entrepreneurship

"There's a culture of wanting to build up entrepreneurs here and wanting them to be successful."

The always-innovating Internet retailer Amazon wants to deliver packages to your home using unmanned aerial vehicles—UAVs or drones—in the not-too-distant future.

WMU student Nick Shaw is setting the proverbial launching pad for different, but no less intriguing applications for drones.

The Federal Aviation Administration only permits profit-oriented uses of small drones on a case-by-case basis. But Shaw is among those who believe that their commercial use is about to take off in a big way, given their growing popularity among hobbyists, and with the FAA poised to promulgate new regulations that could open up opportunities for those who have commerce instead of hobby in mind.

With his company concept, Shaw Aerial Imaging, Shaw first plans to use drone technology to survey crops from high above farmers' fields. It's just one of the several ideas he has for unmanned aerial vehicles. He already has one fixed-wing UAV outfitted with a specially engineered camera whose images can give farmers insights about plant health.

"This is a great opportunity to get in on the ground floor of an industry," says the nascent entrepreneur. "But it's also an industry that has a lot of potential."

An idea takes flight

Shaw, who has interests in various scientific disciplines, was driving through farm country in Michigan one sunny day when the germ of this business idea began forming.

It combined what he knows about a plant's ability to reflect near infrared light, his interest in UAVs and the attractiveness of controlling his "own destiny" through business ownership.

After researching the possibilities, the Army veteran quit his job as a computer network security analyst in Chicago in 2015, and moved to Michigan to study at WMU, which offers in-state tuition to military veterans regardless of their original residency.

"It was my way of going all in for this project," says the 34-year-old.

He was drawn to WMU's new data science program and the renowned geosciences department. He says that both programs of study will be beneficial to his aspirations.

When he arrived at WMU, what he found was an environment that strongly supports entrepreneurship.

"The resources here are absolutely amazing," he says of WMU's business accelerator, Starting Gate, and similar amenities for students determined to develop enterprises. "There's a culture of wanting to build up entrepreneurs here and wanting them to be successful."

As a member of Starting Gate's 2015-16 class of students developing companies, Shaw is being groomed and mentored by faculty experts and established entrepreneurs, and he also gets exposure to potential investors.

He hopes to formally launch Shaw Aerial Imaging later this year.

The idea is to provide farmers with imagery they can analyze to make decisions about water and pesticides usage based on what special aerial images reveal about plant health.

"Basically, I will give a bird's eye view of a farmer's property, taking pictures with a special camera that gives me a measure of the chlorophyll activity in plants and through that, we can see problems in certain areas of the plants… before they start manifesting themselves visually," he says.

High-resolution imagery taken by this camera displays what the naked eye cannot see—the near-infrared wavelengths of plants.

NASA has an eloquent explanation for how this works, as plants' near-infrared radiation also can be remotely sensed by satellites: "Healthy vegetation absorbs blue- and red-light energy to fuel photosynthesis and create chlorophyll. A plant with more chlorophyll will reflect more near-infrared energy than an unhealthy plant.

"Thus, analyzing a plant's spectrum of both absorption and reflection in visible and in infrared wavelengths can provide information about the plants' health and productivity."

The camera on Shaw's UAV can take 200 to 600 snapshots of a farmer's field. Once it lands, the individual snapshots are run through software that "stitches" them into one large image.

"So then the idea is to do this a few times through a crop's lifecycle over the growing season," he explains.

The images will be "geo-referenced." That is, they'll have GPS coordinates revealing exact locations of trouble spots. So, instead of a one-amount-fits-all application of pesticide, fertilizer or water, "they can start tailoring the need."

Identifying his niche

After Shaw first began researching this business idea three years ago, he realized it was not a novel venture. But, like a true entrepreneur, undeterred, he's looking to carve out a niche providing a competitively priced UAV service to clients who run small- and medium-size farms from east of Kalamazoo to the west Michigan lakeshore.

Property-wide infrared imagery is "something that small-to-medium farmers have been wishing to get their hands on for a while, from what I've been learning from farmers I've been working with locally… It's become more popular as people start seeing the uses of UAVs in industry," he says.

But the use of drones for agriculture is just a beginning for him, Shaw says. He envisions many potential applications of UAVs that also will make use of his WMU training in geology and data science.

Continued on page 28

‘Passion meets purpose’

Amanda Crump didn’t grow up thinking of herself as inclined to found and run a business.

But the WMU student’s passions and skills seem to keep circling back to entrepreneurship as she learns more about herself and the world of possibilities ahead.

Her first inklings toward enterprise date back to when she was just 15 years old, and have only intensified while pursuing a fashion merchandising degree at WMU and, more recently, the University’s new entrepreneurship minor.

Participating in a business-pitching contest last spring further stoked her fire, and this year, she hopes to compete to earn a spot in Starting Gate, WMU’s student business accelerator.

“The entrepreneurial spirit is definitely something I have,” the WMU senior says. “It runs in my family. My great grandfather was an entrepreneur, and I had an uncle who was an entrepreneur as well.”

She relishes the idea of one day running her own business, especially one with a philanthropic aspect to it.

“Giving back through volunteer work and nonprofit donations throughout my business endeavors is really important,” she says.

To a degree, the 20-year-old is already living that ambition.

From hobby to business

When Crump was a high school freshman, friends and family coveted the handbags she began designing and sewing for herself. The amateur seamstress simply wanted a unique purse or two to carry, but soon began fielding requests from people, even strangers, who wanted their own Amanda Crump design to sling across the shoulder.

“With the first or second purse I made, everyone was like, ‘Where’d you get it? Could you make me one?’ (Initially), it was friends and family, then branched out to others by word of mouth,” she says.

“At the beginning, I didn’t think of it as a business. It definitely was a hobby. But in the back of my head, I thought, ‘Maybe I can do something with this.’ Because it was relevant to what I wanted to do—fashion.”

Because of their encouragement and faith in her, loved ones, especially her parents, have been key to her striving to start a business.

Thus, Crump’s now online business, Persiá Expressions, was born.

For the past five years, she’s been creating custom-made, meticulously sewn bags that boast funky fabrics inside and out.

Collaborating with Crump, her customers pick out their fabrics, the type of bag (purse or tote) and any other special elements of the accessory. Crump then constructs the bags to her customers’ specifications and, in a few weeks’ time, their bag arrives in the mail.

“That’s the overall uniqueness of the brand,” she says. “It’s not a mass-produced piece. It’s a truly customized one-of-a-kind piece.”

But even with the success of her micro business, when it came time for college and to think about a career, Crump envisioned herself as a fashion designer for someone else at first.

After high school graduation, she took a year to continue creating handbags, save money, and research universities and colleges.

“I wanted to find a place where I belonged, and that’s what led me here. It was a great decision. I love Western.

“I’ve learned a lot,” she says, including that she enjoys the business side of fashion a great deal and that Persiá Expressions could, one day, be more than a sideline venture. She already has ideas about how to scale up the operation without giving up the customer-directed design of her products.

With that realization, she changed her fashion focus from design to merchandising.

After earning her degree later this year, Crump hopes to land a job as a buyer while continuing to operate Persiá Expressions.

Because buyers are in charge of choosing merchandise, tracking trends, managing budgets, working with vendors and negotiating prices, “it’s similar to what you do as an entrepreneur,” she relates.

And after a firm foundation in the industry working for others, “hopefully, one day I can devote myself 100 percent to running my own business.”

Whatever business Crump eventually leads, she says it’s important that profit isn’t the sole focus. She’s an admirer of Toms, a company that sells shoes, apparel, eyewear and other accessories. But with every product purchased, the large retailer helps a person in need. For each pair of shoes bought, for instance, Toms gives a pair away.

“I call it passion meets purpose. They’re passionate about what they’re doing, their product and carrying on the entrepreneurial spirit, but then they meet a purpose of being a common-good company and give back,” she says.

“I feel like it’s really important. I want to do what I love to do, but also help people along the way. I definitely want that as a backbone of the business.”

Find Crump’s business online at persiaexpressions.wix.com/amandalc. ■

"The entrepreneurial spirit is something I definitely have."

Entrepreneurs and Innovators in the **News**

Course examining startups wins national award

A WMU course examining the factors that foster vibrancy in high-tech startup communities took third place in a national business education competition.

Offered in the Lee Honors College's Study in the States program, "Entrepreneurship: Understanding Startup Communities," received one of seven 2015 Innovation in Business Education Awards from the MidAmerican Business Deans Association. Submitted by Dr. John Mueller, assistant professor, and graduate assistant Fareed Shalhout, it was one of 18 submissions from across the country.

In the course, WMU students are encouraged to learn and experience what cities are doing to foster startups in their environment and compare those environments with Kalamazoo's startup scene.

Students are exposed to communities that have allowed new high-tech firms to thrive in recent decades, including Austin, Texas; Boulder, Colorado; Cincinnati; Chicago; Detroit and Grand Rapids. In addition, the students experience a retreat at the Lowe Foundation in Cassopolis to learn how entrepreneurs can grow their companies to become viable economic entities in a community.

During the trips, they engage with individuals in various organizations that have fostered a culture in their community that allows entrepreneurial and innovative activities to happen, and they meet with entrepreneurs, investors, officials with accelerators and incubators, university professors, and government officials.

First place went to Truman State University and second place to Saint Xavier University. There were four honorable mention recipients: The University of Wisconsin secured two awards, and Minnesota State University and Fort Hays State University each earned one.

To learn more about the Lee Honors College Study in the States program, visit wmich.edu/honors/advising/states.

For more information on the WMU course and to read blog posts from the students about their travels and learning experiences, visit broncostartup.com/usc. ■

Engineering student's prototype design unveiled at Frankfort Auto Show

A mechanical engineering student got an auspicious start to his career by unveiling a prototype of a wheel he designed for the world's biggest automotive stage.

Conner Knepley, a junior, recently displayed a wheel he designed as an intern for Maxion Wheels at the Frankfurt International Auto Show, the world's largest auto show. He has spent the past two summers as an advanced engineering intern at Maxion Wheels, a tier one automotive supplier and the world's largest manufacturer of steel and aluminum wheels for both light vehicle and commercial vehicle markets.

Knepley was personally able to visit the display of his creation, one of about 16 different prototypes Maxion displayed at the show in September. Knepley's design was a lightweight version of a current production steel wheel.

"We made it lighter and stronger," Knepley says. "With the government's increasing fuel-economy regulations, automakers are looking for almost anything they can to improve fuel economy. Wheels are a big area of improvement. It takes a lot of energy to spin a wheel."

Wheel innovation

The advanced engineering team at Maxion Wheels took a conventional wheel and removed steel, which is dense and heavy. In place of it in strategic areas, they added a composite-reinforced tape-like substance that is lighter and stronger than steel. The result was a wheel that is lighter and stronger than the current production steel wheel.

Knepley used 3D printing technology to improve the aesthetic appearance of the wheel as well. He adhered an "overmold" feature to the face of the wheel to highlight and accent the wheel's bare appearance. He was then flown to Germany days after the wheel was unveiled at the show.

"There was a lot of good feedback from both current customers that were there and hopefully future customers," Knepley says.

"The purpose of bringing it there was to see what kind of interest there was. Since there was such good interest, now we're developing the prototype that's hopefully going to make it to production scale."

Knepley plans to complete his mechanical engineering degree from WMU next ear.

He says his education so far has helped prepare him for work in the engineering field. "What I think gets applied is just developing the mental process of 'here's a problem, what could have caused it, how can we approach it,' I think the mental development of the engineering school itself–that's really advanced me as a person for the workforce." ■

NeoVent duo wins innovation prize sponsored by U.S. Patent Office, AbbVie Foundation

The creation of a lifesaving medical tool for use in developing nations resulted in a student team capturing the top spot in the Collegiate Inventors Competition, a program of the National Inventors Hall of Fame sponsored by the U.S. Patent and Trademark Office and the AbbVie Foundation.

Barnett and John with CBS Sunday Morning Correspondent Mo Rocca, host of the Collegiate Inventors Competition awards ceremony

WMU May alumnus Stephen John and December graduate Joseph Barnett were named winners of the undergraduate gold medal during an event held Nov. 17 at the patent office's headquarters in Alexandria, Virginia. With the win against undergraduate finalists from Columbia, Harvard, Johns Hopkins and Penn State universities as well as the University of Virginia the WMU duo took home a $12,500 cash prize.

Barnett and John's invention, NeoVent, which has now earned five national innovation prizes, is a respiratory support mechanism designed to treat critically ill infants, particularly those who live in developing nations. NeoVent converts a low-tech respiratory device into one that provides the additional benefit of a ventilator, but at much less cost. The invention could help thousands of babies in underdeveloped parts of the world.

John and Barnett were named winners of the following competitons:

- Lemelson-MIT National Collegiate Student Prize Competition
- Brian Patrick Thomas Entrepreneurial Spirit Award at WMU
- 2015 James Dyson Award, U.S. Division
- 2015 Biomedical Engineering Society competition for undergraduate biomedical and bioengineering students

The young inventors went deeper into invention by also beginning to develop their new company, AIM Tech.

"As a business, we hope to give back, hopefully by creating jobs here while saving neonatal lives around the world."

This past year the young inventors went deeper into invention by also beginning to develop their new company, AIM Tech. "As a business, we hope to give back, hopefully by creating jobs here while saving neonatal lives around the world," John says.

And in October, Barnett traveled to Beijing to attend the Grand Challenges Global Health Summit, an international meeting co-hosted by the Gates Foundation, USAID, and China's Ministry of Science and Technology, among others. The summit was intended for leaders in global health to collaborate on healthcare solutions for the underserved. Barnett's trip was sponsored by the Lemelson Foundation, which has partnered with Barnett and John to get their technology to hospitals in the developing world.

John and Barnett spent two years developing NeoVent. They were helped by a Research and Creative Activities Award they received from WMU's Lee Honors College, and they were a part of WMU's Haworth College of Business student business accelerator, Starting Gate. They also were mentored by Dr. Peter Gustafson, an associate professor of mechanical and aerospace engineering at the University ■

Student pitches invention to 'Shark Tank' judge in collegiate contest

WMU student Daniel Floyd, the inventor of a patented enunciation device, was one of 24 semi-finalists for the U.Pitch College Elevator Pitch Competition & Showcase organized by Future Founders, a Chicago-based nonprofit that focuses on youth entrepreneurship.

Shark Tank's Daymond John

In December, college students from across the country pitched their businesses, products or services to a panel of judges, including Daymond John, co-star of ABC's "Shark Tank" and founder of FUBU.

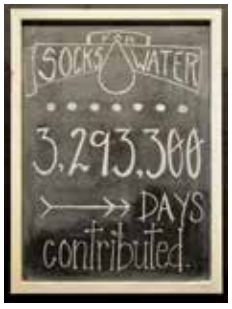
Floyd, a junior, pitched his SpeechMasterPro and won a $250 venture prize at the Chicago event. SpeechMasterPro, which he invented in 2012 and patented in 2014, assists people with speech impediments as well as those looking to improve their enunciation. Learn more about the device at speechmasterpro.com. ■

Floyd and his invention, SpeechMasterPro

SCENE ON CAMPUS

WMU granted more than 1,800 degrees during commencement ceremonies on Dec. 19. Miller Auditorium was filled with the newly degreed and rightly exultant.

Alum puts best foot forward in 'bold' sock biz



It didn't seem like such a big step at the time.

But now Ryan Preisner and his business partners, Ryan Roff, Adam Whitmore and Dan Manshaem, are boldly going where no sock executives have gone before.

Preisner presides over a very successful and rapidly growing online business, pairing fashion-conscious consumers with a flair for wearing just the right socks to make a statement.

The 2008 graduate of WMU's food marketing program is owner and chief executive officer of boldSOCKS, which has now transcended the Internet to open a new store in downtown Grand Rapids.

After holding a grand opening in early December, the boldSOCKS store is seeing a lot of foot traffic at its new home at 17 Division Ave. S.

Sock seekers, it seems, are beating a path to its door.

"Business has been insane ever since," says Preisner, who in part credits local TV and newspaper coverage with helping to spread the word. "We've had a great response from the community, which has been awesome to see."

Preisner and his company are riding a wave of popularity that has seen its online sales increase recently by 60 percent after a 360-degree product photography upgrade to its website. But all the success can be traced back to a seemingly meaningless Christmas gift of a playful pair of socks from Whitmore's mom.

That was back in 2010, and both Preisner and Whitmore were working at Gordon Food Service. Whitmore showed Preisner his gift and it sparked a friendly competition to see who could find the best and boldest socks to wear to work.

"We'd hike our pant leg up and show off our socks," Preisner says. "We got a lot of other people involved, too, who would come and check out what we were wearing that day."

But there was a problem. It was hard to find brightly colored, high-quality socks. And that sparked an entrepreneurial idea—why not start an e-commerce business sporting high-quality, colorful and zany socks? By April 2011, boldSOCKS.com had walked onto the Internet.

"Back then, you really couldn't find a lot of brands and patterns we were looking for just by going to the store," Preisner says. "There were some websites out there, but nothing that we really connected with."

Preisner and company stepped in to fill the void. They quickly set up a limited liability company and a website.

"At that time, I really thought, if anything, it would be just a hobby," Preisner says. "It just kind of evolved from there into growing and becoming my full-time job."

When Preisner, Whitmore and Manshaem initially started the business, they stored the inventory in Preisner's son's bedroom closet. The business expanded to the basement of Preisner's home and two storage units. Now they have their own store with lots of storage behind the cozy storefront, where they prepare between 1,000 and 4,000 packages a month for shipment.

"We've come a long way," Preisner says. "It's nice to have everything in one place."

Step inside the late-1800s brick-walled building and the business is bustling with activity. While someone waits on customers, others are packaging orders for shipment, including Preisner's wife, Sarah.

BoldSOCKS carries its own brand of socks and retails socks made and designed by other companies. The boldSOCKS brand is made in Turkey and Columbia, because that's where the small company has found the best quality combed cotton dress socks.

The company also has created a second, in-store brand, Statement Sockwear. The brand partners with the Grandville-based international aid organization 20 Liters, which builds and distributes water filters to bring drinking water to parched African nations. Each pair of socks sold under that brand name provides 100 days of clean water to one person in an underserved country.

Setting up a thriving business has not been easy, though, for the young entrepreneur and his friends. They started with a small budget of $1,500 and only had $3,000 in sales their first year. Preisner continued working his regular job, shipping orders before or after work. They learned they could make a go of it, but they would need to put more effort into the business.

"That second year, we put a lot of effort and money into advertising," Preisner says, "because with a website, if you build it, they will not come. It takes a lot of time to get traffic naturally, or the alternative is to pay for traffic. But you have to do that in a sustainable way."

Sales jumped to more than $180,000 that second year, and then to $540,000 by 2014. With the help of a recently added wholesale branch, sales exceeded $1 million in 2015.

Preisner is the point person for the business; he stepped down from his previous job to lead boldSOCKS. Whitmore and Manshaem, also a graduate of WMU's Haworth College of Business, have moved on to more advisory roles. Roff handles the company's marketing, design work and photography. ■

Its first year, boldSOCKS sales were $3,000, and they have jumped up to six figures every year after. In 2015, sales exceeded $1 million.

Up-and-coming

Ryan Preisner

Conscientious Consuming

“When you know there are people out there who’ve fallen on hard times, who can’t afford to put meals on the table, well, I had to help, especially because I am so intimately involved with food. It just made sense.”

With each meal served out of his kitchen, Patrick Mixis is helping to feed the world.

Mixis, 25, and a 2014 graduate, had an idea while he was a student to open a restaurant where customers would not just enjoy a delicious meal, but be able to help the hungry be fed as well.

"It was just an idea, but I had passion and purpose," he says. "The idea was to be purposeful and be a change agent, while letting my customers participate in the mission. At the time, I didn't know if it was feasible."

So he worked with Dr. John Mueller who taught entrepreneurship at WMU. The two of them worked out a plan, which they called 'one for one,' where a portion of every meal purchased at Mixis' restaurant—then just a dream—would go toward helping the hungry.

That was three years ago. Today, the idea is now a cozy restaurant called Feed the World Café in Oshtemo Township, just west of Kalamazoo. It has a routinely updated menu that this past October featured simple yet delectable dishes with Mixis' mark on them—fresh fish and seafood tacos, pulled pork sandwiches with homemade BBQ sauce, crispy pork belly with a blackberry chocolate pepper sauce and lemon blanched apples.

"To me, food is life," says Mixis, who has worked in the kitchens of some of Kalamazoo's best-known restaurants. "It makes life possible. I live and breathe food. But when you know there are people out there who've fallen on hard times, who can't afford to put meals on the table, well, I had to help, especially because I am so intimately involved with food. It just made sense."

The statistics on hunger are sobering: Locally, one in six Kalamazoo residents don't know where their next meal will come from. On a national level, an estimated 14 percent of American homes were food insecure at some time in 2014, meaning they lacked access to enough food for an active, healthy life for all household members, according to the U.S. Department of Agriculture.

"We've got to make those (statistics) unacceptable in our city and our country," Mixis says. "Being fed should be a (human) right."

On a recent afternoon at the café, Mixis was taking a break at a table during the mid-afternoon lull in business between lunch and dinner. The restaurant with seating capacity for more than 100, was nearly empty. It wouldn't be for long, he says.

"Business has been growing month after month," he says. "I didn't think it would spread like it has. It's actually a really small amount of our profit on a meal to provide one meal to someone in need. It's all factored into the food costs."

At the time he was brainstorming on how to establish a framework to make his idea a reality, the advice he received from some entrepreneurs was to simply donate a percentage of his profits to food charities. That wasn't good enough, Mixis says.

To get off the ground, he received seed money from his father and mother, Debra, who herself worked for 30 years in nonprofit fundraising management.

"This isn't a marketing gimmick. There's no catch," Debra says. "The more you eat here, the more you help. The more customers visit his restaurant, the more business Patrick does and the more he's able to donate. In a way, everybody wins. It's good food with a good cause."

The café has been open since early summer and as of Sept. 30, has donated enough money to purchase 4,200 meals for the hungry in Southwest Michigan, Mixis says, working with several local and regional food assistance agencies, including Kalamazoo Loaves & Fishes and the South Central Food Bank of Michigan.

"Food is so basic. Everyone understands what hunger means," says Holly Cavinder, communications manager at the food bank. "Helping hungry people is something that's easy to get behind. So to be able to feed yourself and others at the same time is such a cool idea.

"Patrick and his mom are just amazing people. He could have started a business just for himself, but he chose to help others. We couldn't do our work without people like him."

Like any new entrepreneur, Mixis has experienced some of the less than savory aspects of opening a business. He went through a revolving door of employees when he started, finding it hard to find a core group of employees that merged with his mission.

Keeping fresh food in stock, maintaining high standards meal after meal, negotiating the challenging road to profitability in the restaurant industry. All are hurdles he's had to maneuver around. But his time at WMU helped prepare him for those real-world realities, he says.

"The professors I had in my Nutrition and Institutional Management classes helped me realize my whole mission," Mixis says. "They made it enjoyable to learn how to apply the numbers to real-world situations. Many of my classes opened my eyes to the world and how to succeed in business. They gave me the tools to succeed."

Mixis has no desire to stay put. His five-year plan is to franchise the one-to-one model, opening restaurants in larger cities—Portland, Chicago, San Francisco and New York to name a few—creating unique menus for those locations that utilize region-specific ingredients and produce. He also wants to sell a line of products with the Feed the World Café nameplate, which he's copyrighted.

Call it "conscientious consuming," but Mixis says he sees very little uneaten food return to his kitchen.

"You're going to see a lot of clean plates in here," he says.

Debra smiled. "They like his food, too," she says.

"We can't afford waste," Mixis adds. "Trimmings from meat go to flavor other dishes, vegetable scraps are saved to make stocks, all the fries are cut by hand. The pico and the guacamole, all are made fresh. I don't like throwing anything away. That's wasting food, and to me, that doesn't make any sense." ■

College of Education and Human Development

Education scholars lauded

At its fall town hall meeting, the education college awarded two professors for their outstanding scholarly accomplishments. Dr. Regina Garza Mitchell, assistant professor of educational leadership, research and technology, received the 2015 College of Education and Human Development Emerging Scholar Award. The college's Distinguished Scholar Award for 2015 went to Dr. Robert Bensley, professor of human performance and health education.

Garza Mitchell

Bensley

Among Bensley's accomplishments: 140 grants and contracts, $9.2 million in grant funding, 114 federally and three internationally funded projects, 80 papers presented, 47 publications published, and 19 technology interventions and projects.

As a computer programmer, health educator and entrepreneur, Bensley has a track record of funding success and wide national recognition, and he has developed systems to improve the lives of millions of people.

Emerging scholar Garza Mitchell is the author or co-author of 20 publications. She has presented at 34 national and state conferences and received $361,549 in grant funding. Her research interests center on organizational issues and change primarily in the community college sector. She is particularly interested in how using insights about how organizations change can create positive change in higher education. ■

College of Health and Human Services

National professional group again honors WMU OT professors

Drs. Diane Powers Dirette, a professor of occupational therapy, and Amy Wagenfeld, who just joined WMU as an assistant professor of occupational therapy, will be inducted into the Roster of Fellows of the American Occupational Therapy Association at its annual conference in April in Chicago.

Powers Dirette

Wagenfeld

The award recognizes those members who, through their knowledge, expertise, leadership, advocacy or guidance, have made a significant contribution over time to the profession with a measured impact on consumers of occupational therapy services and members of the association.

Powers Dirette and Wagenfeld's induction comes after another WMU professor of occupational therapy earned the honor; Dr. Debra Lindstrom was inducted in 2014.

Powers Dirette is being recognized for her significant contributions to the profession through scholarship, teaching and service to the profession by way of her work as editor-in-chief and co-founder of the *Open Journal of Occupational Therapy*, which is published by the WMU Department of Occupational Therapy.

Her main research interests focus on treatments for people with acquired brain injuries, for whom she developed a frame of reference titled Self-awareness Enhancement through Learning and Function, or SELF.

The association is recognizing Wagenfeld for her expertise and scholarship in inter-professional, occupations-based therapeutic garden design across the lifespan. Wagenfeld holds specialty certification in environmental modifications through the American Occupational Therapy Association and Healthcare Garden Design through the Chicago Botanical Garden. Her contributions span academic and clinical settings, as well as collaborations with architects and landscape architects. ■

College of Engineering and Applied Sciences

Paper Tech Foundation bestows Honor Award

The WMU Paper Technology Foundation has recognized a pioneering researcher in the area of flexible printed electronics with its highest award.

The foundation awarded Dr. Margaret Joyce, a WMU professor of chemical and paper engineering, with a PTF Honor Award for her outstanding contributions to the paper engineering program. The award was presented at the foundation's annual banquet in October.

Joyce's contribution to the pulp, paper and allied industries and interest in the foundation has enhanced the reputation of the Department of Chemical and Paper Engineering and of WMU. Joyce has demonstrated exemplary performance in training young men and women to enter the pulp, paper and allied industries.

She has presented and published her research extensively for the benefit of academia and the paper and printing industries, demonstrating both her creativity and tremendous productivity.

Also, with her help, WMU will play a critical role in a $171 million manufacturing innovation initiative announced Aug. 28 by U.S. Secretary of Defense Ashton Carter. The Flexible Hybrid Electronics Manufacturing Innovation Institute is the nation's newest member of the Obama administration's Nationwide Network for Manufacturing Innovation. WMU is one of four nodes around the nation named in the proposal and as such, will create the Flexible Electronics Applications and Technology Center on campus. Joyce is co-director of the new center. ■

College of Fine Arts

Students featured in 'remarkable recording'

The University Chorale and music ensemble Birds on a Wire are featured performers on "Contemplating Weather," an album of works by renowned composer Paul Lansky. It was premiered in 2014 by the University Chorale and Birds on a Wire, and conducted by Dr. Kimberly Dunn Adams, WMU's director of choral activities. The piece was subsequently recorded on campus and released in 2015.

In addition to the title work, the album features performances of Lansky's "Travel Diary" and "It All Adds Up" by the Meehan/Perkins Duo and Quattro Mani. Grammy-nominated producer and classical guitarist David Starobin produced the album.

"The work our students did on this album is of the highest caliber," Dunn Adams says. "They brought professional-level musicianship and discipline to their performance of this piece, which—combined with their energy, enthusiasm, and fresh voices—makes for a truly remarkable recording."

"Contemplating Weather" is available for purchase or download through Amazon, iTunes, eMusic, Classicsonline.com, and other retailers. ■

College of Aviation

Cutting-edge computer-aided training

A pilot's ability to operate as part of a flight crew is one of the most important skills expected by the airline industry. The College of Aviation is

using a computer training device to teach pilots how to work in multicrew environments.

The Seminole low-fidelity PC and CRJ advance training devices used by WMU take flight students from basic flight training to advanced concepts. In beginning flight training, students learn how to control an aircraft as a sole pilot. But high-density airports and airlines that operate large aircraft requiring high workloads means pilots must work as part of teams.

The low-fidelity PC is a cost-efficient method to simulate a busy flight environment, so students can work as part of a flight crew, and learn crew coordination and crew task allocation. Once introduced to the multicrew environment in the low-fidelity PC, students continue on to the larger and faster CRJ aircraft training device. These devices are key steps in training pilots in human factors and crew resource management. ■

Lee Honors College

Raise Your Voice series a success

The honors college Raise Your Voice series concluded with some powerhouse speakers.

The series, which launched last March, addressed issues of street and workplace sexual harassment, rape on college campuses, and ineffectual responses to marginalization, bullying and abuse.

One of the highlights of the fall installment of the series was a November appearance by Gloria Steinem, a seminal figure in the women's liberation movement. The co-founder of *New York Magazine* and *Ms. Magazine* was received by an enthusiastic audience of more than 3,000. She wowed the near-capacity crowd at Miller Auditorium with a wide-ranging and thought-provoking talk followed by a lengthy question-and-answer period. She also signed copies of her newest book, "My Life on the Road," which chronicles her more than 30 years as a feminist organizer.

A few days later in November, Michigan First Lady Sue Snyder appeared on campus with Dr. Rebecca Campbell, a neurobiological trauma response expert and professor of psychology at Michigan State University. Snyder described her "Inform. Empower. Prevent. Let's End Campus Sexual Assault" initiative and grant program, which is actively promoting sexual assault prevention at Michigan's higher education institutions. Campbell's presentation described the influence of trauma on the neurobiology of assault survivors and the importance of trauma-informed responses to campus sexual assault. ■

College of Arts and Sciences

Professor's book earns him history award

Dr. Daniel Macfarlane, assistant professor in the Department of Environmental and Sustainability Studies, has received the 2015 Floyd S. Chalmers Award for his book "Negotiating a River: Canada, the U.S. and the Creation of the St. Lawrence Seaway."

Macfarlane

"Negotiating a River" looks at the planning and building of the St. Lawrence Seaway and Power Project, from the complex diplomatic negotiations, political maneuvering and environmental diplomacy to the implications on national identities and transnational relations.

The Floyd S. Chalmers Award is given annually to the best book written on any aspect of Ontario history in the preceding calendar year. The award also is judged on the strength of argument, the range and significance of the subject, the quality of the research and the excellence of the literary style. Macfarlane achieved success in all of these areas and also received a $1,000 cash award as well as an Inuit carving.

The jury characterized the book as well written and well researched, asserting that "this superior piece of scholarship communicates the geopolitical, bureaucratic, technological, and social implications of one of North America's megaprojects." It added that "Negotiating a River" "concludes with the assessment that the completion of the St. Lawrence Seaway fulfilled a long-standing dream in Canadian and Ontario history."

Macfarlane is in the process of writing another book on the transborder engineering of Niagara Falls. ■

Graduate College

In new pact, WMU offers Dillard U students accelerated route to a master's degree

Two students from Dillard University began attending WMU in the fall as the first participants in a new "3 plus 2" arrangement between the institutions.

Under terms of a memorandum of agreement, Dillard undergraduates may apply to WMU after completing three years of study at Dillard, a 147-year-old historically black liberal arts university located in New Orleans. For their senior year, Dillard students come to WMU for graduate-level classes that, when successfully completed, count as both the culmination of their final year of undergraduate study and the initial coursework of an accelerated master's degree.

Gibbs

Fox

Students who finish this 3 plus 2 program earn both a bachelor's degree from Dillard and a WMU master's degree in a total of five years. Graduate College officials are proud to have facilitated this win-win arrangement for both the universities and the students involved.

Letetsia Fox, a Dillard undergraduate who hails from Los Angeles, is now enrolled in WMU's master's program in counselor education and counseling psychology. Her career goals include working with African-American students and their families to help them develop leadership talents and to address racism at institutions that predominantly enroll white students.

Daneé Gibbs comes to WMU from Maryland by way of Dillard. She, too, is enrolled in the counselor education and counseling psychology graduate program and plans to pursue a career in counseling children who have experienced trauma. ■

Haworth College of Business

College dedicates Zhang Career Center

The business college has received a major naming gift for its career center from

Charles and Lynn Zhang, WMU alumni and owners of the Kalamazoo financial planning and investment firm Zhang Financial.

The Zhang Career Center is a dedicated space within the college for business students to connect with career advisors and employers. It provides tremendous value to the student body of the college of business through co-curricular professional development programs, as well as to the employer community seeking talent for their organizations.

The center offers a one-stop shop for all things career-related for both student and employer audiences. From broad and specialized career fairs to resume critiques to private interview suites, the center is known for its array of activities connecting talented students with hiring organizations.

"Charles and Lynn Zhang have invested in the next generation of visionary business leaders with this generous gift," says Dr. Kay Palan, dean of the Haworth College of Business.

"We are extremely grateful for this gift, which will help students for years to come. The Zhangs recognize and understand completely that quality business education is a critical need. Their gift will support just that." ■

QUICK READ

Almost 100 years of Heralds to be digitized

The same year the Western Herald student newspaper turns 100, back issues of the publication will be digitized, searchable and available to the public.

The project, announced by University Libraries and WMU's Archives and Regional History Collections, will include Herald issues from 1916 to 2009.

The publication will be searchable online by later this year.

"The digital version will open up access to the newspaper and especially make researching the last 50 years of the Herald much easier," says Dr. Sharon Carlson, director of Archives and Regional History Collections.

The University is working with BMI Imaging to scan 91 reels of microfilm to an online format, about 10,000 total pages. Once scanned, the original newspaper and microfilm will continue to be preserved at the Zhang Legacy Collections Center.

Access to all University Libraries' digital collections is available at: wmich.edu/library/collections/digital/collections. ■

52nd DISTINGUISHED ALUMNI Award

To learn more about the University's most prestigious honor for alumni, or to nominate an alumna or alumnus, please visit MyWMU.com/DA

Congratulations to WMU's 52nd Distinguished Alumni Award recipients James Brady '66 and Thomas Englert '74
—The WMU Alumni Association

Legacy and Legacy Gold Scholarship Applications are due February 1, 2016!

Children, stepchildren, siblings, grandchildren, step-grandchildren, and spouses of WMU alumni may be eligible to be selected for a Legacy or Legacy Gold Scholarship. First time, incoming freshman or transfer students may learn more about the criteria or apply at MyWMU.com/Legacy.

***Siblings of current WMU students may also apply. Applications are read and selected by an impartial committee of the WMU Alumni Association; submitting an application does not guarantee a scholarship.**

ALUMNI Office of Development & Alumni Relations | 1903 W Michigan Ave, Kalamazoo, MI 49008-5403 | (269) 387-8700 | MyWMU.com

Plan on learning

Alumna's event planning organization provides students with valuable 'experiential learning'

That moment always comes, when the event planner must pull his or her hair out.

Deb Droppers, instructor in the School of Public Affairs and Administration, guarantees it. In her role as head of Kalamazoo's Experiential Learning Center, or KELC, it is one of the many lessons she lets her interns learn the hard way—on their own, fistfuls of hair in hand, just before they get to work fixing the problem.

"Oh, I love to tear my hair out," chuckles Droppers who earned a master's of public administration from WMU in 1981. "I've been doing it since 1995, when I started The Event Company, and it was based on providing interns opportunities to plan events. Back then, we called them party planners. Today, it's much more about business management."

When she began her company, she operated out of her living room, forever apologizing to the students milling about in her house, helping her organize hundreds of events. The students didn't mind. Her husband finally did. He offered to buy his wife a building to house her business.

Now located in heart of activity in downtown Kalamazoo, KELC offers internships to juniors or seniors majoring in event management, communications, marketing, public relations, graphic design, or similar fields of study.

"From start to finish, the center has been student-led, managed and implemented," Droppers says.

"The center was an important opportunity to practice what is preached in the classroom. They've got the book knowledge. Now they're putting it to use."

Becca Shemberger graduated from WMU in 2015 with a degree in public relations, and she is grateful to Droppers and KELC for giving her the edge that helped her land her job as an engineering recruiter.

One of her projects as an intern was to organize a summer sidewalk sale in downtown Kalamazoo. Another was to plan and oversee the 10-year celebration of The Kalamazoo Promise scholarship program.

"I contacted participating colleges, put together booths, brought in food trucks, live entertainment, cake donations, face painting, tent and chair rentals, and kept track of volunteers," she says. "It gave me the people skills and the confidence I needed for the job I have today as a recruiter."

Emily Kasa is a senior at WMU, majoring in organizational communications. Kasa put in about 350 hours as an intern at KELC. She planned a three-day block party in three Kalamazoo neighborhoods.

"Our focus was to introduce the community to the Kalamazoo Department of Public Safety," she says. "We wanted to create interactions and connections between cops and kids."

Kasa oversaw volunteers for the event, involved local businesses, arranged for food trucks, organized games, talent shows and educational presentations, and brought in a fire truck for kids to explore.

"I learned so much!" Kasa exclaims. "Talking to community developers, talking to kids, I learned marketing strategies, but also how to create news releases, fact sheets and computer programs."

Spirit Week at WMU was Malcolm McCants' internship project. The public relations major found his challenge—and his lesson—planning for 10 artists to paint downtown store windows with spirited images.

"Only six showed up," McCants says. "I'd never painted before, but that day I was one of the artists, painting windows."

McCants also worked feverishly on Kalamazoo's Holiday Parade.

If the interns relish their hands-on experiences, their clients are equally enthused. Justin Hatfield is the director of business development and marketing for HECO, a family business dealing with electric motors and performance systems. He's also a WMU alumnus.

KELC intern Malcolm McCants

"When I wanted to have a symposium at HECO, I interviewed two event planners," Hatfield says. "Deb Droppers from KELC was one of them. As soon as I interviewed her, I knew I wanted KELC. She was more expensive, but when I looked at all that she offered, it was worth it."

Using interns was part of Droppers' bid. Droppers let Hatfield know that her plan was to hand the entire project over to interns.

"Two-day symposium, five sessions going at once, and the event went perfectly," Hatfield says. "I was able to focus on my customers rather than worry about the event. We're planning on making this an annual event, and I will use KELC again. I feel good giving real-life experience to students." ■

‘Having the nerve to do it’

Jack Clifford helped found WIDR more than 60 years ago as a WMU student. As a professional, he started the hugely popular Food Network. His memoir, “The Least Likely to Succeed,” chronicles a life in media.

After graduating from WMU in 1956 with a communication degree, Jack Clifford entered a television industry that was still in its infancy.

He went on to help create broadcast and cable TV household mainstays, such as the Food Network, and other popular programming. Clifford also had a hand in advancing the paging, cellular-phone and satellite-network industries.

With that resume, few would argue that the 82-year-old mass communication pioneer, now a multimillionaire, has achieved great things. But that wasn't what his classmates at Michigan's Ottawa Hills High School were thinking when they voted him the least likely to succeed.

Clifford's rise from the bottom of his class to the top of the business world is traced in an autobiographical book published in August 2015 by Lone Wolfe Press that's titled—you guessed it—"The Least Likely to Succeed."

The former class cutup confided in a December interview with the *WMU Magazine* that he actually earned that unsettling label.

"I needed self-esteem, not criticism," he revealed, noting that he came from a modest background, had to work throughout high school and college, and wasn't fond of academics.

"I turned to being an entertainer and being humorous in class, being the showoff... Nevertheless, it was my way of seeking attention and being a part of things."

Clifford said it didn't help that he favored a Socratic approach to teaching and abhorred the authoritarian approach practiced in his day.

"If I knew something, I wanted to prove my point, and that used to irritate the teachers something awful," he said, recalling an incident in grammar school when he corrected a teacher who refused to discuss the evidence for his contradictory stance.

"I was right. We only see one side of the moon. But she told me if I kept interrupting, I was going to be sent out in the hall—and she did send me out in the hall. I became very, very negative."

A life in media

Clifford's 208-page book is punctuated by similarly heartfelt scenarios, taking readers on an engaging, sometimes hilarious journey through the years as radio, and particularly television, grew, changed and became what it is today.

A personal memoir, it highlights the author's formative years in Grand Rapids; finding support and a vocation while attending WMU; building a career in radio and TV; running the nonprint division of a major media conglomerate; creating the Food Network; and, as told by his second wife, renewing his personal life after widowhood.

Along the way, readers are treated to behind-the-scenes stories of cooking with celebrity chef Emeril Lagasse; golfing with the likes of Bob Hope, Jack Nicklaus and Arnold Palmer, and getting to know Walter Cronkite, Ted Turner and other famous friends.

They also learn about the man himself: the amateur astronomer who at one point became a nationally ranked competitive ballroom dancer, the philanthropist with a long record of community engagement, and the down-to-earth individual who values family and friends over fortune and fame.

"I never thought about making it or not making it. I never thought of myself as being anything but an announcer, maybe. I was having a glorious time doing that. What I tell students is...'Get into something you really love to do—something you'd do for free,'" Clifford said.

"I was always the kid who was there to do the job when a job needed to be done. Work like hell... go in early, stay late, don't give up."

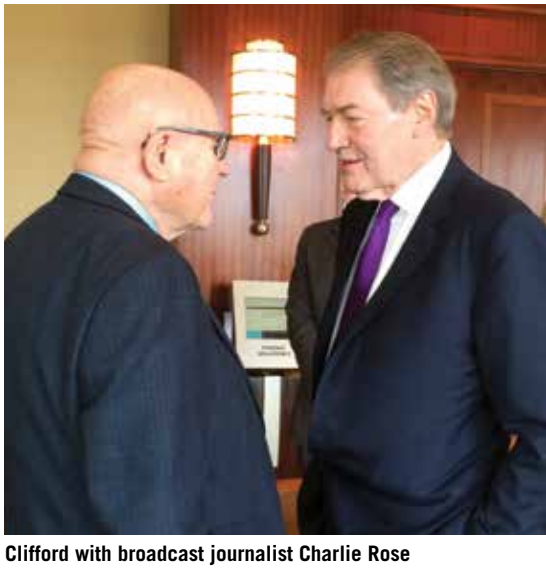
He added that having a successful career also depends on intelligence, logic and luck, but that pushing the envelope and surrounding yourself with talented people can be crucial in making the leap to the big leagues.

"My theory was to say yes, not no. If some member of the staff came to me with an idea and it made some sense, I'd say: 'Yes, let's look into it.' I was the guy in a position to make (the ideas) come alive," Clifford recalled.

"Entrepreneurship is leadership. It's taking a risk and having the nerve to do it when everyone else says, 'Oh, that can't be done.' I got my team together, and we'd almost have like an athletic squad. We'd plan what we were going to do and by God, we did it. Most people are bystanders just standing on the sidelines watching. They're up there in a crowd. The ones playing in the game are the ones that count."

A lot of other people and organizations count, too. Clifford annually returns to Grand Rapids as part of a committee that personally interviews applicants for a scholarship he established at Ottawa Hills High School in the name of a former principal. Now in its 15th year, the fund has helped to send at least 100 students to college.

Robin Roberts of Good Morning America exchanges words with Clifford as his wife, Beverly, looks on.



Clifford with broadcast journalist Charlie Rose

Clifford's life is filled with many examples of philanthropy, volunteerism and a deep appreciation for the many strong relationships he's forged. For instance, he maintains ties with the three roommates from his days at WMU.

"We still get together every year with our wives. It became a lifelong friendship. We still know each other, we still take care of each other and we still love each other," he said.

As a student more than 60 years ago, Clifford helped found WIDR—Western Inter-dorm Radio—after he joined a group of students who were intent on starting an independent station.

A big guy and "mostly bald" at age 19, Clifford looked older than his peers. So, they asked him to be production manager and soon after, general manager.

Clifford had no radio experience, but it sounded like fun. Demonstrating a tendency toward boldness that would permeate his professional career, he accepted both positions even though he hadn't yet taken a broadcasting class.

Another first came after he realized WMU didn't have a station regularly covering its sporting events. The former high school athlete decided WIDR should cover Bronco basketball, football and baseball games. Staff members collected equipment, found a guy with a car who wanted to do play-by-play, and began traveling to games.

"I went out and sold the advertising. We weren't paid anything and we slept in the car, but we had enough to buy our gasoline and pay for the phone company to hook us up. As a student, people gave me a chance to try. They did not say, 'no,'" he said.

"They supported WIDR and allowed us to have a free hand as long as we lived up to our principles. It was the best part of my education. I had good classes and good teachers, but I have to tell you—the freedom granted us, made us. Western opened the door and kept it open. I had the dreams and the energy, and I was willing to work like hell at it. But you can't do it alone. Western was where I found a spirit of support and enthusiasm in the faculty and in its upper management, and I was the beneficiary of that good attitude." ■

Major WMU connections

- Earned a Bachelor of Arts in communication in 1956.
- Helped found the University's two radio stations: student-run WIDR and public radio's WMUK.
- Earned WMU's Distinguished Alumni Award in 2005.
- Provided a $200,000 leadership gift in 2007 for the School of Communication capital campaign that created the Clifford Media and Communication Resource Center in Brown Hall as well as an endowment to support and enhance the center's on-going activities and an endowment for research and creative activities by faculty members and undergraduate and graduate students.
- Serves on the School of Communication External Advisory Board.

Major career accomplishments

- Initially served as on-air talent, advertising sales representative and general manager for both radio and TV operations.
- In 1970, named president of an NBC station in Phoenix, becoming the youngest general manager of a major market TV operation in the country.
- In 1977 at age 40, joined the Providence Journal Co. and began building the company's electronic media division.
- Served as executive vice president of the Providence Journal Co., building its electronic media division into one of the largest broadcast TV, cable TV and TV programming companies in the country.
- In 1993, helped create the Food Network, which has grown from a unique lifestyle TV channel to include a website and magazine, be distributed to more than 100 million U.S. households, and have programming in more than 150 countries.
- Founded the five-state, 24-hour news channel Northwest Cable News, for which he also served as chairman and CEO.
- Semi-retired in 1997 at age of 63 and became president and CEO of Clifford Consulting, a multi-media consulting company with headquarters in Scottsdale, Arizona.
- Consulted for Ziff Davis and assisted in developing ZDTV (Tech TV), as well as consulted for America's Health Network, which he had started.

Nick Shaw continued from page 9

When FAA regulations on the commercial use of drones opens up, he figures that "everybody and their brother is going to have an aerial photography business."

"Technology use is really where you can set yourself apart. With additional equipment, software and processing power, you can get into things like land surveying" for open-pit mining operations, forestry or other industries.

Business skills needed

While Shaw has a bevy of business ideas for using his technical skill and knowledge, his knowledge base is comparatively small when it comes to how to start and run a business.

Starting Gate has been an immense help, he says.

The student business accelerator is operated by the Haworth College of Business Center for Entrepreneurship and Innovation in partnership with WMU's Office of Community Outreach. Students compete to be a part of Starting Gate. Those accepted demonstrate a promising idea for a product or service.

"I'm getting great insight on how the business side of things work," he says.

"I've been developing great business relationships directly and indirectly through Starting Gate. And I would say that just being in an environment with other entrepreneurs is motivating, and gives you like-minded people to bounce ideas off of." ■

Following his 'true calling'

It was an afternoon in the mid 1980s. Freshman Kevin Carter was sitting in his room at Smith Burnham Hall watching a passing Amtrak train bound for Chicago and beginning to craft the business plan that would shape his future.

"I had a vision of making tax law simple to the common man," says Carter, casting his mind back three decades.

"Prior to launch, I shared my vision with my peers and most of them laughed at me and said, 'yeah, right.'"

But by his junior year, the accounting major who would often attend class wearing a suit had a client base of fellow WMU students as well as other Kalamazoo-area residents for whom he prepared taxes.

It would be the first iteration of a successful enterprise that's still going strong.

Fast forward 30 years, and Carter has been in private practice for more than 24 years, now serving clients in the states and abroad.

After graduating and beginning his career in public accounting at Coopers and Lybrand (now PricewaterhouseCoopers), Carter formally established an accounting and consulting practice in his hometown of Detroit.

When this fourth-generation entrepreneur initially stepped out on his own, he says, "I remember my biggest challenge wasn't getting clients but learning how to manage an office and staff effectively.

"Once I got a handle on that, I saw my firm prosper beyond my wildest imagination, and it was at that point I knew what my true calling was and who my target market would be."

Today, Carter Advisory Group Inc. in Bloomfield Hills, Michigan, represents clients ranging from international corporations to estates and trusts.

For Carter that true calling has been working with entrepreneurs. Because of his own experience, he not only understands the language of business but also the desire to turn a passion into a successful career.

"I have been blessed with the gift to assist entrepreneurs in seeing their vision from an outside perspective," he says.

"One of the key areas often overlooked by people starting their own businesses is having the wisdom to understand that you don't have to be an expert in everything."

Being cognizant enough to relinquish some control is something Carter helps his clients to do.

"It is difficult for some to ascertain whether an idea can actually turn into a viable business or if it is a well-crafted hobby. However, once it's apparent that we have a sustainable business, many of my clients become successful in their ventures."

Though he always knew he would be a business owner, Carter went through this affirming and vetting process himself years ago.

"When you know that you know that you know, you can not be wrong...it may take one year or it may take several years.

"If the good Lord put a vision in your head for greatness, it would be wrong not to pursue that vision. We all have a special talent that we were created to use to help others," he says.

One of the ways Carter measures his success is by making a difference in his community. "I have great passion to help those with talents but limited opportunity to use them," he shares.

> "I have been blessed with the gift to assist entrepreneurs in seeing their vision from an outside perspective."
>
> —Carter

Through his involvement in numerous charitable and civic organizations, including developing non-profit programs for youth and senior citizens in Southeast Michigan, Carter is attempting to bring those talents to light.

"To me, success is leaving a situation better than I found it and providing hope where there is very little. I'm thankful I am able to share my experience with others who struggle with some of the same challenges I did and to help where I can." ■

Classnotes

Send submissions to: teresa.ventimiglia@wmich.edu. Include your name (first, middle, last, maiden), degree(s), year(s) graduated and a daytime phone number by which we can reach you. We will publish photos as space permits.

1950 to 2002

William Smith, BS '50, recently concluded his 37th Open Spelling Bee. The bee, for contestants age 8 to 80 years old, was held in Orland Park, Illinois. Over the past 40 years, the retired school superintendent has led more than 100 open spelling bees in five states.

Jacqueline Peggy Harmon, BA '55, has been appointed senior pastor of the Center Hill United Methodist Church in Kennard, Texas.

Mark S. Meadows, BS '71, is serving another stint as mayor of the City of East Lansing, Michigan. His first appointment was from 1997 to 2005.

Salvatore "Sam" Ventimiglia, BBA '73, has been chosen as a Distinguished Wealth Manager by the Expert Network, an invitation-only service for distinguished professionals. He is president of Great Lakes Wealth Planning in St. Clair Shores, Michigan.

Laura Baird, BS '75, is president of the Michigan Judges Association. She is an Ingham County (Michigan) Circuit Court Judge.

John "Jack" Dezek, MA '76, EdS '78, EdD '80, is an associate professor emeritus of educational leadership at Barry University in Miami, Florida. He served as associate dean of the Adrian Dominican School of Education.

Dezek

Michael J. Evans, BS '78, has been promoted to vice president of 1st Source Bank in South Bend, Indiana.

Susan Alstrom, MA '80, has retired from coaching volleyball after 34 years at Buffalo Lake-Hector-Stewart schools in Minnesota. She retired from teaching physical education at the school four years ago.

Bette Jeanne Erickson, BS '81, was elected to the city council of Broomfield, Colorado. She previously served on the council from 2001 to 2009. Erickson is a freelance writer, and the author of six Colorado-based hiking books.

Peter Meyer, BS '81, has been named the regional vice president of GateHouse Media LLC's Cape Publishing Group. In his new role, he continues to serve as publisher of the Cape Cod Times and The Standard-Times and adds oversight of the Worchester and Portsmouth newspapers to his responsibilities.

Timothy L. Clarey, BS '82, MS '93, PhD '96, has published a book titled "Dinosaurs: Marvels of God's Design," a guide to the science of dinosaurs from a Biblical perspective.

Ann Erickson-Springhetti, BBA '83, is vice president of marketing for Personal Care Products in Troy, Michigan.

Daniel E. Bitzer, MA '84, has been named president of Kalamazoo-based First National Bank of Michigan.

James McHale, BS '84, is the new president and chief executive officer of Education Services Foundation and its parent, Mississippi Higher Education Assistance Corp. in Jackson.

Richard O'Leary, EdD '84, is vice president and chief human resources officer for Hopkins Manufacturing, an Emporia, Kansas-based seller of towing, electrical, winter snow and ice tools, fluid management and vehicle cleaning products.

Steve Hope, BS '87, was named Indiana Principal of the Year by the Indiana Association of School Principals. He is the principal of Penn High School in Mishawaka.

Lisa Horst, BA '88, is the director of the First Year Experience program for Anderson (Indiana) University.

Michael P. Doss, BBA '89, MBA '91, has been appointed president and chief executive officer for Atlanta-based Graphic Packaging Holding Co.

Scott Dykstra, BBA '89, is senior small business administration and commercial loan officer for Redwood Credit Union in Santa Rosa, California.

Jeannette (Emenheiser) Hoyer, BS '89, MA '93, is the mission services director for Goodwill Industries of West Michigan.

Tania Kazanjian, BS '92, MA '96, has joined Berkshire Hathaway HomeServices Michigan Real Estate in Kalamazoo as a realtor.

Vivian TerMaat, BA '92, is the chief advancement officer for Wedgwood Christian Services in Grand Rapids, Michigan.

Regina Ann Campbell, BS '93, was selected in the fall to participate in the Detroit Chamber's Leadership Detroit program. She is managing director of place-based entrepreneurship for TechTown Detroit.

Alisa Lincoln, BS '93, recently exhibited her artwork, an acrylic and charcoal abstract painting, at ArtPrize 2015 in Grand Rapids, Michigan.

Kathleen McGookey, MFA '93, PhD '00, is the author of a new book of poetry titled, "Stay," published by Press 53.

Ron Lewis, MSW '94, is the president of Spectrum Health Zeeland (Michigan) Community Hospital.

Aaron Denbow, BS '95, is an interconnect designer for Disher Designs, a product development and consulting firm based in Zeeland, Michigan.

Cynthia Carole Phillips, MA, '95, PhD '00, has been appointed senior evaluator for the National Science Foundation in Washington, D.C.

Tiffany Moore, BA '96, is vice president of congressional affairs for the Consumer Technology Association.

Amy Witlach, BBA '96, is president of the Martin County Foundation board of directors for Hibiscus Children's Center in Florida.

Cori Somers, BM '98, MM '02, is the new executive director of the Kalamazoo Bach Festival.

Blaine Wing III, BS '98, MPA '00, is the new city manager for Rochester, Michigan.

Marcia Beare, MSW '99, is a recipient of the Spirt of Women award by Allegan General Hospital and its foundation. She is the director of Renewed Hope in Allegan, Michigan.

Alycia Ehlert, BA '00, MA '02, is the new associate vice president of arts and sciences at Daytona State College in Daytona Beach, Florida.

Donald J. Green, EdD '00, was inaugurated as the fourth president of Georgia Highlands College in Rome, Georgia.

Kelly Farkas, MA '01, is the new principal for Southeast Kelloggsville Elementary School in Grand Rapids, Michigan.

Paul Papes, BS '01, is the new principal for Alto (Michigan) Elementary School.

Rigoberto J. Rincones-Gómez, MA '01, PhD, '02, is the new assistant provost of the Office of Institutional Research and Assessment for the University of North Carolina Wilmington.

Melissa Dahlinger, MA '02, is a realtor for Berkshire Hathaway HomeServices Michigan Real Estate, serving several southwest Michigan cities.

Christy A. Ennis-Kloote, BS '02, was recently recognized by Grand Rapids Business Journal as one of 40 under 40 for her contributions to business and the community. She is a senior UX designer for Visualhero.

Kim Parker-DeVauld, MA '02, is the interim superintendent for Battle Creek Public Schools.

2003 to 2015

Rosalice C. Hall, BBA '03, MBA '15, is a retirement plan relationship service coordinator for Greenleaf Trust in Kalamazoo.

Vickie Schmuker, BBA '04, is part of Siegfried Group LLP's Director-Explore program in the certified public accounting firm's Chicago market.

Kevin Koelbel, BS '05, is a business service technology and Spanish teacher for Alanson (Michigan) High School.

Heaton

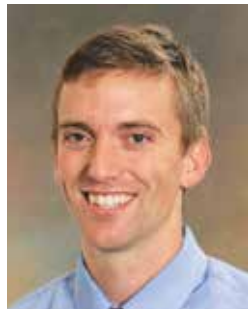
Anna Heaton, BA '06, is Michigan Gov. Rick Snyder's deputy press secretary.

Rinard Pugh, BS '06, MA '13, is the new principal for Godwin Heights Middle School in Grand Rapids, Michigan.

Kendra Combs, BS '07, MA '12, a board certified behavior analyst, has joined Residential Opportunities Inc.'s Great Lakes Center for Autism Treatment and Research in Portage, Michigan.

Chris L.S. Coryn, PhD '07, recently co-published the four-volume "Contemporary Trends in Evaluation Research," as part of the SAGE Benchmarks in Social Research series. He is an associate professor of evaluation, measurement and research at WMU.

Jeffery Oney, BA '07, MS '10, MSM '15, is a physician assistant and trainer for Borgess Orthopedics in Kalamazoo.



Oney

Ben Tabor, BBA '07, is a co-owner of Grand Armory Brewing in Grand Haven, Michigan.

Jordan Haughee, BA '08, is a patrol officer for the Shelby Township (Michigan) Police Department.

Ashley Leneway, BS '08, has been honored as the 2016 Regional Teacher of the Year for North Central Washington. Leneway is a third-grade teacher at Morgan Owings Elementary School in Chelan, Washington.

Ryan Andrews, BM '09, is a co-owner of Grand Armory Brewing in Grand Haven, Michigan.

Stephen Bahr, BBA '09, has joined Siegfried Group, LLP as a senior associate in the national certified public accounting firm's Detroit office.

Thomas F. DeWard, BBA '09, is a realtor for Jaqua Realtors in Kalamazoo.

Misty Miller, MSM '09, is a physician assistant for Bronson Family Practice in Oshtemo Township, Michigan.

Joanna Sikmkus, BS '09, MSM '13, is a physician assistant for Borgess ProMed Family Practice in Portage, Michigan.

Mike Feutz, PhD '10, associate professor of heating, ventilating, air Conditioning and refrigeration at Ferris State University in Big Rapids, Michigan, was presented the Mechanical Service Contractors of America's D.S. O'Brien Award of Excellence.

Brad Toepper, BS '10, is a certified athletic trainer for Bronson Sports Medicine in Kalamazoo.

Ashley DeArmond, MSM '11, is a physician assistant for Borgess Surgical Specialties in Kalamazoo.

Jacob Pinney-Johnson, BSW '11, has been named to the regional fellowship program for the Arcus Center for Social Justice Leadership at Kalamazoo College.

Daniel R. Schipper, BA '11, has become an associate in the employment and labor section of the Miller Johnson law firm in Grand Rapids, Michigan.

Carl D. Westine, MS '11, PhD '14, recently co-published the four-volume "Contemporary Trends in Evaluation Research," as part of the SAGE Benchmarks in Social Research series.

Brittany Balayti, BA '12, is a marketing and proposal coordinator for Manhard Consulting based in Vernon Hills, Illinois.

Joe Sobieralski, MPA '12, is a vice president for Battle Creek Unlimited, an economic development organization in Battle Creek, Michigan.

Casey Thayer, BA '12, is a new patrol officer for the Elkhart County (Indiana) Sheriff's Department.

Janai Travis, BA '12, has been named to the regional fellowship program for the Arcus Center for Social Justice Leadership at Kalamazoo College.

Ronald Tyler Dotson, MPA '13, is the economic development/Downtown Development Authority director/Main Street manager for the Village of Blissfield, Michigan.

Evan Mann, BSE '13, is a senior project engineer for American Village Builders in Kalamazoo.

Adam Horos, MA '15, is a social studies teacher at East Grand Rapids (Michigan) High School.

Shannon Kelly, BA '15, is a client service coordinator for OsborneKlein, a private wealth advisory practice of Ameriprise Financial Services Inc., in its Portage, Michigan office.

IN MEMORIAM

Margaret R. (Steketee) Brunson, BS '33, July 22, 2015, Kalamazoo

Dorothy E. (Lamb) Losey, BS '38, Dec. 25, 2014, Fort Myers, FL

Clara (Dalebout) De Leeuw, BS '40, Aug. 27, 2015, Holland, MI

Charles E. Fisher, BS '42, Oct. 7, 2015, Saint Clair Shores, MI

Dorothy M. (Parkinson) Moffett, BS '42, June 4, 2015, Tucson, AZ

Nettie (Sutherland) Woodworth, BS '42, Oct. 22, 2015, Charlotte, MI

Myrtha M. (Klaiber) Carter, BS '43, Sept. 12, 2015, Midland, MI

Margaret (Fletcher) Eichstaedt, TC '43, July 23, 2015, Westminster, CO

Dorothy M. (Barber) Webster, BS '43, Oct. 5, 2015, Prosser, WA

Anne M. (Paynich) Kean, BA '44, Sept. 18, 2015, Fenton, MI

Evelyn B. (Bottger) Newman, BA '46, July 25, 2015, Green Bay, WI

Alberta J. (Diebel) Chojnowski, BS '47, Aug. 10, 2015, Fairfield, IA

Emerson L. Lockrow, BA '47, Sept. 25, 2015, Grand Rapids, MI

Janet A. (Doering) Schroeder, BS '47, April 17, 2015, Kalamazoo

Gloria Swabash, BA '47, July 18, 2015, Lansing, MI

Chester L. Dangremond, BS '48, Aug. 22, 2015, Santa Rose, CA

Oswald O. Hager, BS '48, Sept. 14, 2015, Whitehall, MI

Wilta V. (Reiser) Lambrecht, BS '48, Sept. 17, 2015, Marshall, MI

Betty J. Meyers-Lund, BS '48, Aug. 24, 2015, Plainwell, MI

Charlotte K. (Bishop) Sumney, TC '41, BS '51, Oct. 2, 2015, Schoolcraft, MI

Victor Bell, BS '49, Sept. 10, 2015, Grand Rapids, MI

Barbara B. (Bloedorn) Phillips, BS '49, Aug. 10, 2015, Fort Collins, CO

Carol D. (Montague) Kendall, BA '50, Oct. 25, 2015, Schoolcraft, MI

Walton Piggott, MS '50, MA '57, Aug. 8, 2015, Big Rapids, MI

Ed V. Rossi, BS '50, Oct. 2, 2015, Kalamazoo

Donald L. Freeman, BS '51, TC '51, March 17, 2014, Napoleon, OH

Thomas W. Rebentisch, BA '51, Sept. 22, 2015, Rancho Mirage, CA

Frank W. Schroeder, BS '51, July 17, 2015, Kalamazoo

Herbert W. Kenz, BA '52, Sept. 17, 2015, Kalamazoo

Carol L. (Carver) Martin, BA '52, Aug. 15, 2015, Sturgis, MI

James G. Cobb, BS '53, Oct. 6, 2015, Elkhart, IN

Barbara L. (Swem) Smith, BS '53, Aug. 1, 2015, Niles, MI

Wanda H. Jubb, TC '52, BS '54, MA '57, MA '66, Oct. 2, 2015, Punta Gorda, FL

Nancy A. (Hendricks) Garabedian, BS '55, Oct. 11, 2015, Hartford, CT

Richard C. Haw, MA '55, Sept. 28, 2015, Schoolcraft, MI

Louis A. Trudell, BS '55, Oct. 25, 2015, Troy, MI

Barbara A. (Place) Waters, BS '55, Sept. 24, 2015, Petoskey, MI

William C. Worra, BM '55, Aug. 17, 2015, Rantoul, IL

Charles F. Briggs, BA '56, Dec. 1, 2015, Suttons Bay, MI

Dorothy Comstock Ray, BA '56, TC '56, MA '61, Sept. 29, 2015, Portage, MI

Charles W. Moser, BS '56, Oct. 5, 2015, Watervliet, MI

Robert C. Rockafield, BS '56, Oct. 11, 2015, Westmont, IL

Nina C. (Armstrong) Cripps, BS '57, TC '62, Aug. 29, 2015, Vicksburg, MI

William A. DeLano, BS '57, Aug. 4, 2015, Battle Creek, MI

Richard T. Fox, BS '57, MA '65, Sept. 4, 2015, Westland, MI

Fred Myland, BS '57, Aug. 9, 2015, Kalamazoo

James K. Overley, BBA '57, Nov. 28, 2015, Kalamazoo

Margaret J. (Briney) Paquin, BS '57, Sept. 5, 2015, Green Bay, WI

Fredric S. Troff, BA '57, Sept. 16, 2015, Auburn Hills, MI

Eva V. (Booth) Engle, BA '58, Nov. 1, 2015, Grand Rapids, MI

Donald C. Fitt, BS '58, Sept. 3, 2015, Grand Ledge, MI

Iris J. (Calvin) Henwood, BA '58, Aug. 4, 2015, Grand Rapids, MI

Roderick L. Hill, MA '58, Oct. 6, 2015, Kalamazoo

Barbara E. (Shepard) LeMense, BA '58, Aug. 31, 2015, Kalamazoo

Roland R. Peach, BS '58, Aug. 25, 2015, Vicksburg, MI

Marvin J. Shaffer, BBA '58, Sept. 25, 2015, Louisville, KY

Pauline M. Sutton, BA '58, MA '63, Aug. 17, 2015, Sarasota, FL

Barbara A. VanLoo, BS '58, Aug. 28, 2015, Kalamazoo

Bruce G. Hamlin, BBA '59, Aug. 23, 2015, Portland, MI

Lucille Hecker, BS '59, Aug. 1, 2015, Hastings, MI

William J. Nicholson, BBA '59, Aug. 17, 2015, Birmingham, MI

James D. Sherman, BS '59, Aug. 1, 2015, East Jordan, MI

Keith W. Tracy, BS '59, MA '65, Oct. 1, 2015, Bronson, MI

Louis J. Weiss, BBA '59, July 10, 2015, Kingsland, TX

Rodger G. Will, BA '59, Oct. 26, 2015, Grosse Ile, MI

Betty J. Clark, BA '60, MA '65, Sept. 5, 2015, Battle Creek, MI

Dennis D. Ettwein, BS '60, MA '63, April 28, 2015, Kalamazoo

Paul R. Hunter, BBA '60, Aug. 3, 2015, Federal Way, WA

Jetta F. (Finch) Swiat, BA '60, Oct. 5, 2015, Kalamazoo

Mark Murvay, BA '61, Nov. 13, 2015, Lake Angelus, MI

William N. Torp, BS '61, Nov. 7, 2015, South Haven, MI

James B. DeVries, BBA '62, Sept. 10, 2015, Benton Harbor, MI

Jeanne L. (Scamehorn) Fontaine, BS '62, Sept. 24, 2015, Kalamazoo

Edna M. (Bogard) Leavens, BA '62, MA '71, Sept. 17, 2015, Kalamazoo

Carl R. Moser, BS '62, Oct. 25, 2015, Petoskey, MI

Harold D. Randol, MA '62, Oct. 9, 2015, Downers Grove, IL

Norma J. (Krapp) Flickinger, BS '63, Oct. 9, 2015, Westminster, CA

Madeline K. (Presby) Hughes, BS '63, MA '71, Aug. 23, 2015, Kalamazoo

Frank C. Webber, MA '63, Sept. 4, 2015, Hickory, NC

Frederick P. Wolff, BS '63, Aug. 19, 2015, Goodrich, MI

Gerald R. Brink, BA '64, Nov. 1, 2015, Newport News, VA

Roy R. Burch, BA '64, Sept. 6, 2015, Muskegon, MI

Jon G. Hettinger, BA '64, Oct. 6, 2015, Columbus, OH

Lynn K. Imus, BBA '64, MBA '67, Oct. 7, 2015, Laguna Hills, CA

Hallie B. (Broaddus) Markel, BS '64, Aug. 11, 2015, Whitehall, MI

John C. Walkush, BS '64, July 23, 2015, Longview, WA

James W. Ellis, MA '65, Oct. 25, 2015, Goshen, IN

David E. Goodwin, BBA '65, Aug. 9, 2015, Flushing, MI

Mary E. (Rapp) Herndon, BS '65, Oct. 28, 2015, Kalamazoo

Carol J. Kimmel, BA '65, May 6, 2014, Clarksville, TN

Steven L. Kling, BBA '65, Aug. 15, 2015, Benton Harbor, MI

John W. Sampson, BA '65, Nov. 4, 2015, Grand Rapids, MI

Sylvia (Gorter) Veninga, MA '65, Aug. 20, 2015, Hull, IA

Phyllis V. (Denman) Bianchi-Dawson, TC '66, BS '66, MA '71, Oct. 24, 2015, Muskegon, MI

Ronald W. Crummel, BBA '66, Nov. 4, 2015, Traverse City, MI

Steven H. Dorn, MBA '66, Oct. 11, 2015, Holland, MI

James R. Hacker, MA '66, Sept. 14, 2015, Elkhart, IN

Sharon A. Monroe, BS '66, Aug. 29, 2015, Sturgis, MI

Karen A. (Egly) Wirt, MA '66, Aug. 7, 2015, Pinehurst, NC

Diana L. Blodgett, BA '67, Aug. 14, 2015, Iron Mountain, MI

John M. Crandle, BA '67, Sept. 5, 2015, Kalamazoo

Thomas E. Dellario, BS '67, MA '71, EdD '87, Jan. 24, 2015, Bangkok, Thailand

Mario J. Mattachione, MA '67, Aug. 14, 2015, North Canton, OH

Timothy M. Mulder, BS '67, MA '71, Aug. 21, 2015, Kalamazoo

Doris J. Raymond, MLS '67, Aug. 31, 2015, Fenton, MI

Lee A. Targgart, BBA '67, Oct. 27, 2015, Ann Arbor, MI

Mary E. (Noakes) Alexander, MA '68, April 18, 2015, Calimesa, CA

Bruce E. Benson, BS '68, Aug. 28, 2015, Anchorage, AK

Karen L. (Kester) Bower, BS '68, Nov. 7, 2015, Kalamazoo

Jean A. (Collier) Buiwitt, BS '68, MA '74, July 28, 2015, Kalamazoo

Susan K. (Anderson) Johnson, BA '68, July 28, 2015, Escanaba, MI

Lynnette A. (Madama) Knaus, BA '68, Oct. 4, 2015, Troy, MI

Thomas N. MacAlpine, BA '68, Sept. 12, 2015, Bay City, MI

Franklin R. Stokes, BBA '68, Aug. 25, 2015, Kalamazoo

Richard A. Topp, BBA '68, Sept. 6, 2015, North Muskegon, MI

Irma M. (Mutschler) Fargo, BA '69, Sept. 2, 2015, Allegan, MI

Virginia A. (West) Grove, BS '69, MA '75, Sept. 7, 2015, St. Joseph, MI

E. Wayne Martin, BBA '69, Oct. 2, 2015, Niles, MI

Joan K. (Iciek) Weick, BS '69, MA '75, Aug. 1, 2015, Wayland, MI

Walter E. Burlage, BS '70, Sept. 13, 2015, Lake City, FL

Ruth M. (Draeger) Dubbeld, MA '70, July 30, 2015, Portage, MI

Elaine D. (Falk) Schallhorn, BA '70, Oct. 29, 2015, Candler, NC

Allan S. Totten, BBA '70, Sept. 15, 2015, Holland, MI

James R. Boyer, BBA '71, Oct. 21, 2015, Helena, MT

Henry Breederland, MA '71, July 30, 2015, Holland, MI

Roger W. Cooper, BA '71, Oct. 19, 2015, Staunton, VA

Karen J. Lewicki, BS '71, Sept. 15, 2015, Bay City, MI

James D. Lubbers, BS '71, July 10, 2015, Eldon, MO

Susan A. (McDonnell) Wolfe, BS '71, Aug. 11, 2015, St. Joseph, MI

Janice M. Kirk, BA '72, Sept. 29, 2015, Ann Arbor, MI

Constance A. Morrison, MA '72, Sept. 23, 2015, Portage, MI

Larry W. Davidson, BA '73, Oct. 20, 2015, Troy, MI

John R. Hackett, BA '73, Nov. 2, 2015, Stanton, MI

Theodore N. Williams, BA '73, Nov. 2, 2015, Muskegon, MI

Dan B. Brindley, BS '74, Sept. 26, 2015, Gobles, MI

Hildegard (Schmidt) Larragoiti, BA '74, Aug. 7, 2015, Kissimmee, FL

Cherylin J. (Klooster) Peach, MA '74, Aug. 27, 2015, Washington, OH

James C. Smith, BS '74, Aug. 24, 2015, Traverse City, MI

Richard R. Benthin, BS '75, Oct. 30, 2015, Kalamazoo

Ronald F. Fite, EDS '75, Aug. 26, 2015, Traverse City, MI

Phillip L. Golyar, BBA '75, June 26, 2015, Battle Creek, MI

Randall D. Reigle, BS '75, Sept. 18, 2015, Flint, MI

James A. Walker, BS '75, MBA '76, Oct. 22, 2015, Ocala, FL

Mark A. Ricksgers, BS '76, Sept. 12, 2015, Fennville, MI

Marleen J. (Keene) Schraw, BS '76, Nov. 7, 2015, Boyne City, MI

Robert S. Allwardt, BBA '77, Aug. 16, 2015, Kalamazoo

Glenn H. Beier, MA '77, Aug. 6, 2015, Otsego, MI

Phyllis M. Johnston, MA '77, Aug. 18, 2015, Marshall, MI

James D. Stambaugh, BA '77, MA '83, Aug. 11, 2015, Beaver Island, MI

Maxine (Sparks) Carter, MA '78, Oct. 31, 2015, Greensboro, NC

Renee F. (DeVries) Coen, BS '78, MA '79, Aug. 20, 2015, De Pere, WI

Georgianne (Creamer) Kayser, MA '78, Oct. 28, 2015, Grand Rapids, MI

Deborah A. Lowmaster, BA '79, Sept. 24, 2015, Troy, MI

W. Marlene (Josephine) O'Hara, MPA '80, EdD '96, Aug. 15, 2015, Sarasota, FL

Terry M. Goodman, BFA '81, Aug. 1, 2015, St. Joseph, MI

Carolyn D. Dembczynski, BS '82, MA '87, Sept. 16, 2015, St. Joseph, MI

Marjorie A. (Rolka) Hetherson, BBA '82, Aug. 23, 2015, Midland, MI

Judith A. (Bommerscheim) Kirk, BA '82, March 20, 2015, Kalamazoo

Michael W. Timm, BS '82, July 23, 2015, Sturgis, MI

Robert J. Vocke, BBA '82, Sept. 1, 2015, Battle Creek, MI

Connie L. (Shaffer) King, BBA '83, Aug. 21, 2015, Marshall, MI

Karl S. Hansen, BS '84, Oct. 10, 2015, Marcellus, MI

Kay L. Weimer, MA '85, Oct. 22, 2015, Niles, MI

E. Wayne Madison, MBA '86, Sept. 1, 2015, St. Joseph, MI

Lori L. Solinsky, BBA '86, Oct. 11, 2015, Galena, OH

Daniel M. Alway, BS '87, Sept. 21, 2015, Kalamazoo

Michael R. Anderson, BBA '88, July 25, 2015, Kalamazoo

Suzanne A. (Amell) Quilitzsch, BA '89, June 17, 2015, Morley, MI

Michael J. Witkowski, EdD '89, Jan. 1, 2015, Clarkston, MI

Leona S. (Schmidt) Janke, MA '90, Aug. 30, 2015, Schoolcraft, MI

James B. Fryling, BS '89, MA '91, Aug. 16, 2015, Byron Center, MI

Gregory P. Kelley, MPA '91, Aug. 27, 2015, Lansing, MI

Shirley A. Gonzalez, MSW '92, Oct. 25, 2015, Grand Rapids, MI

Daniel W. Wert, BBA '93, Oct. 6, 2015, Grand Haven, MI

Rebecca A. Rocho, MA '98, Oct. 6, 2015, Marshall, MI

Patricia L. Scott, BS '00, MA '04, Sept. 26, 2015, Battle Creek, MI

Lisa Marie Zuk, BA '01, Nov. 30, 2015, Kalamazoo

Brock N. Lorenz, BS '02, Sept. 10, 2015, Onsted, MI

Bryan D. Maxwell, BA '02, MA '11, Sept. 10, 2015, Portage, MI

Frank D. Myers, BBA '06, Sept. 18, 2015, Middletown, NY

Robin L. (Satkey) Liggins, BSN '07, Sept. 10, 2015, Grand Rapids, MI

Cody C. Hibma, BS '12, Sept. 2, 2015, Kalamazoo

Brock T. Eidsness, BA '14, Sept. 16, 2015, Sioux Falls, SD

Faculty

Chauncy J. Brinn, vice president emeritus for administrative affairs, Sept. 14, 2015, Whetstone, AZ

Richard L. McAnaw, professor emeritus of political science, Oct. 21, 2015, Kalamazoo

John D. Sheppard, professor emeritus of accountancy, Oct. 15, 2015, Portage, MI

Frederick Z. Sitkins, professor emeritus of engineering design, manufacturing and management systems, Nov. 7, 2015, Kalamazoo

George Vuicich, professor emeritus of geography, Nov. 2, 2015, Kalamazoo

Lessons in Mexican migration

WMU students who lived for short stints in villages in rural central Mexico returned home this past summer enlightened about an issue that is not only of international importance, but relevant to their futures in health care.

They traveled south of the U.S. border as part of Both Sides of the Fence, a cultural exchange program created by two WMU faculty members to expose college students from the United States and Mexico to the challenges of human migration, and its potential impact on personal and community health.

Most of the WMU students who took part are rising health professionals, pursuing degrees in such fields as counseling, interdisciplinary health services, occupational therapy and social work.

> "At the heart of this program is the opportunity for U.S. students to develop cultural humility."
>
> — Denise Bowen, co-director of Both Sides of the Fence

"They learned about the whole picture of Mexican migration to understand, not just things we hear daily on the news about Mexico and Mexican migration, but what does it look like, as we say, on both sides of the fence," says Dr. Maureen Mickus, associate professor of occupational therapy who co-directs the program with Denise Bowen, assistant professor of physician assistant.

To learn and to serve

Their program is underpinned by WMU's global engagement pillar, to develop learners who are globally competent and socially aware.

"In health care we must think about the changing demographics of our population," says Bowen, who for years worked in health care settings serving migrant farmworkers in Michigan.

"One of our focuses is to help create experiences and opportunities for our students that will make them more globally engaged and ready to serve."

WMU students and students from Leon, Mexico's Universidad DeLaSalle Bajio learned, lived and worked together in villages in Guanajuato, Mexico, as well as in migrant communities in Michigan west and southwest of WMU's campus, gaining insight into the experience of people who emigrate to escape poverty.

Fonda Kingsley, a graduate student in counseling, was struck by some of the damaging effects of migration on Mexican citizens who, nevertheless, had emigrated with the goal of experiencing a better life for themselves and family.

"Migration has not only separated families, but caused severe mental health and emotional disorders," Kingsley relates. "There are no longer two-parent homes. Children are being raised by one parent—usually the mother—while the other parent migrates to

the U.S., and it's uncertain if they will return. Family members leave and do not return due to fear of deportation, jail or death."

Nearly 30 percent of immigrants to the United States are Mexican, with the highest percentage coming from Guanajuato, reports Bowen.

And the growth in America's Latino population continues to outpace the growth in all other minority groups.

"That's one of the most important U.S. demographic trends, so there's a critical need to educate students, particularly future health care professionals, about the cultural, economic and social impact of migration," Bowen says.

"Health disparities among Latinos, coupled with a lack of trained, culturally sensitive, Spanish-speaking professionals, already present serious problems in the United States."

The 'contact hypothesis'

During their time in Guanajuato, the Mexican and U.S. students engaged in community-service activities with the residents of two small, impoverished communities. These activities included an intergenerational day camp focusing on traditional cooking, healthy eating and exercise.

The emphasis was on the students and the residents working together on equal footing, utilizing the talents and knowledge of all participants.

"The programs were geared toward the talents people had in the communities and their wants," says Mara Kerber, a graduate student in international development.

"We did our health program, we cooked meals together and did crafts and exercises... Every day, we'd dance with the participants. We had the older ladies who participated teach us some of their dances."

Exposed to an on-the-ground, human-level view of these communities—the migrant camps in Michigan as well as Mexican towns from which citizens emigrate to the states—students returned home more sensitive, disabused of misconceptions and educated beyond what headlines portray.

With the politics surrounding Mexican immigration and stalled policy reforms in the U.S., the human stories and human need often get lost, Mickus and Bowen say.

"In lecture we talked about the effects of immigration and how poor these communities are, and I understood that. However, when we went and saw and spent time in the communities it really set in as a real problem," relates Kelli Turner, an occupational therapy student.

"We are all aware that there are poor communities and under-deserved people everywhere, even in our own country, but to actually see it and be a part of it does not make it (someone else's) problem anymore, it becomes your problem and your life."

Kingsley left the experience with a similar sentiment, vowing to be "more proactive to ensure that any non-U.S. native is receiving community resources in my community.

"I will be more sensitive to their needs and challenges," she adds.

This was the "contact hypothesis" at work, say Both Sides of the Fence directors.

"Denise and I work off this theory, which is really a common sense way of looking at the world," Mickus explains.

"If someone is different from you, the only way, perhaps, to break down walls of misunderstanding or mistrust is to spend time together."

Not just in Mexico, but in the states, the program provided students a view into communities to which most Americans may not be exposed.

In Michigan alone, there are some 95,000 migrant farmworkers, largely of Mexican descent. The students visited stateside migrant camps and heard presentations from a range of professionals working in migrant services.

"We have almost 100,000 people who help farm our lands in Michigan who we are very, very dependent on for their work and their sweat to help our quality of life and bring the food we eat every day," Mickus says.

"Yet there are very few people that you will meet who have any familiarity at all with migrant camps or the migrant population. They do not understand what they do or what their lives are like. What their health challenges are."

Both Sides of the Fence is attempting to "bridge the gap by preparing students to be informed, compassionate leaders in this complex societal arena," Bowen says. "At the heart of this program is the opportunity for U.S. students to develop cultural humility." ■

'100,000 Strong'

In 2015, WMU's Both Sides of the Fence program won a $25,000 grant through the 100,000 Strong in the Americas initiative, President Barack Obama's signature education effort in the Western Hemisphere.

The initiative's goal is to increase the number of U.S. students studying in the Western Hemisphere to 100,000, and the number of students from Latin America and the Caribbean studying in the United States to 100,000 by 2020.

Last spring, Both Sides of the Fence was one of 10 university programs to win funding. Its 100,000 Strong grant was funded by the Coca-Cola Foundation, a partner in the presidential initiative.

The WMU College of Health and Human Services first offered the Both Sides study-abroad program in 2014, receiving grant support from the Fetzer Institute in Kalamazoo.

The Fetzer grant also funded a documentary featuring the stories of Mexican families whose loved ones emigrated to the states. Derived from interviews conducted by WMU students and faculty, the documentary, Los Dos Lados de la Frontera (Both Sides of the Fence), is available online at: youtube.com/watch?v=V5rBVRumjr0 ■

WESTERN MICHIGAN UNIVERSITY
1903 West Michigan Ave.
Kalamazoo, MI 49008-5433

NON-PROFIT
U.S. POSTAGE
PAID
WESTERN MICHIGAN
UNIVERSITY

Wintry Walk
Students head to class across a snow-cloaked campus.